

T H E D A T I N G A N D R A T I N G P R E F E R -
E N C E S O F A G R O U P O F M A L E
A N D F E M A L E C O L L E G E
S T U D E N T S

A DISSERTATION
SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE OF DOCTOR OF PHILOSOPHY IN
CHILD DEVELOPMENT AND FAMILY LIVING
IN THE GRADUATE SCHOOL OF THE
TEXAS WOMAN'S UNIVERSITY

COLLEGE OF
HOUSEHOLD ARTS AND SCIENCES

BY
JEANNE MACK, B. A., M. S. ED.

DENTON, TEXAS
AUGUST, 1969

© 1971

JEANNE MACK

ALL RIGHTS RESERVED

Texas Woman's University

Denton, Texas

August 6 19 69

We hereby recommend that the dissertation prepared under

our supervision by Jeanne Mack

entitled THE DATING AND RATING PREFERENCES OF A
GROUP OF MALE AND FEMALE COLLEGE STUDENTS

be accepted as fulfilling this part of the requirements for the Degree of
Doctor of Philosophy

Committee:

Don R. Tyler
Chairman

Robert Johnson

Issac W. Bateman

Bernadine Johnson

Nick Lund

Accepted:

L. L. Morrison
Dean of Graduate Studies

A C K N O W L E D G M E N T S

Special acknowledgments of appreciation for contributions toward the completion of the graduate program are extended to the following persons:

Dr. Jessie W. Bateman, Dean of the College of Household Arts and Sciences, for assistance and guidance during the entire period of graduate study and for editing the dissertation;

Dr. Dora R. Tyer, Professor of Child Development and Family Living, for continuous encouragement and assistance during every phase of the graduate program;

Dr. Bernadine Johnson, Assistant Professor of Home Economics Education, for helpful suggestions and professional assistance as minor professor;

Dr. Calvin W. Janssen, Associate Professor of Psychology, for professional assistance and encouragement as a committee member;

Dr. Nicholas L. Lund, Assistant Professor of Psychology, for generous assistance in the organization, statistical treatment, and interpretation of the data.

Special acknowledgments of appreciation are extended to the participating students and faculty at Northeast Louisiana State College and to Dr. Daniel Dupree, Dr. Howard Dockery, and Tom Murphy, for administrative cooperation in facilitating the collection of data.

In appreciation and deepest gratitude for their love, encouragement, and understanding the writer dedicates this dissertation to her parents, sisters and brother: Willie and Mary Mack, Gladys Mack Huff, Dorothy Mack Strain, M. D., Donald Mack, M. D., and Mary Mack Attrep.

T A B L E O F C O N T E N T S

Chapter		Page
	ACKNOWLEDGMENTS	iii
	LIST OF TABLES.	vii
I	INTRODUCTION.	1
	Statement of the Problem	5
	Purposes of the Study.	6
II	REVIEW OF LITERATURE.	7
	Conceptual Framework of Dating	7
	Evolution of Courtship and Dating Practices.	7
	Rating and Dating Complex	12
	Contemporary Campus Dating	21
	Common Functions of Dating.	21
	Factors Relating to Dating Preferences.	27
III	PROCEDURE	33
	The Sample for the Study	33
	Instrument for the Study	34
	Purposes of the Study.	40
	Techniques of Data Analysis.	41
IV	PRESENTATION OF DATA WITH ANALYSIS AND DISCUSSION	43
	Dating and Rating Preferences.	43
	Personality Characteristics	44
	Physical Characteristics.	76
	Sexual Accessibility Characteristics.	88
	Sociability Characteristics	105
	Status Achievement Characteristics.	127

T A B L E O F C O N T E N T S (Continued)

Chapter		Page
	Correlation of Present Results with Previously Published Data	143
	Male Perceptions of Campus Norms for Female Popularity.	144
	Female Perceptions of Campus Norms for Male Popularity.	145
	Background Information Concerning Respondents	150
	Dating Status	151
	Age at First Single Date.	152
	Age at First Double Date.	152
	Number of Times Dated During Past Month	153
	Marital Adjustment of Parents	154
	Age at Which Father Married	154
	Age at Which Mother Married	155
	Community Size.	156
	Religious Preferences	156
	Sorority and Fraternity Membership.	157
	Date With Peer Approval	157
	Date With Peer Disapproval.	158
IV	SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS	159
	Dating and Rating Preferences.	161
	Personality Characteristics	161
	Physical Characteristics.	162
	Sexual Accessibility Characteristics.	162
	Sociability Characteristics	163
	Status Achievement Characteristics.	164
	Correlation of Present Results With Previously Published Data	165
	Background Information Concerning Respondents	165
	Conclusions and Recommendations.	166
	BIBLIOGRAPHY.	169
	APPENDICES.	175
	Appendix A: Distribution of Students by Parishes and States.	176
	Appendix B: Dating Preference Survey.	180
	Appendix C: Item Characteristics by Groupings.	184

L I S T O F T A B L E S

Table		Page
I	SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING THE RATING PREFERENCES FOR 17 PERSONALITY CHARACTER- ISTICS FOR THE POPULAR MEN CATEGORY.	46
II	SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING THE RATING PREFERENCES FOR 17 PERSONALITY CHARACTER- ISTICS FOR THE POPULAR WOMEN CATEGORY.	48
III	SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING THE RATING PREFERENCES FOR 17 PERSONALITY CHARACTER- ISTICS FOR THE CATEGORY OF YOUR DATE	49
IV	SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING THE RATING PREFERENCES FOR 17 PERSONALITY CHARACTER- ISTICS FOR THE CATEGORY OF PROSPECTIVE MATE. .	51
V	RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING THE RATING PREFERENCES FOR THE CHARACTERISTIC "IS AN INTELLIGENT CONVERSATIONALIST" FOR THE CATEGORY OF PROSPECTIVE MATE	70
VI	SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING THE RATING PREFERENCES FOR THREE PHYSICAL CHARACTER- ISTICS FOR THE POPULAR MEN CATEGORY.	77
VII	SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING THE RATING PREFERENCES FOR THREE PHYSICAL CHARACTER- ISTICS FOR THE POPULAR WOMEN CATEGORY.	79
VIII	SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING THE RATING PREFERENCES FOR THREE PHYSICAL CHARACTER- ISTICS FOR THE CATEGORY OF YOUR DATE	81

L I S T O F T A B L E S (Continued)

Table		Page
IX	SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING THE RATING PREFERENCES FOR THREE PHYSICAL CHARACTER- ISTICS FOR THE CATEGORY OF PROSPECTIVE MATE . .	82
X	RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING THE RATING PREFERENCES FOR THE CHARACTERISTIC "IS GOOD-LOOKING, ATTRACTIVE" FOR THE CATEGORY OF YOUR DATE.	85
XI	SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING THE RATING PREFERENCES FOR FIVE SEXUAL ACCESSIBILITY CHARACTERISTICS FOR THE POPULAR MEN CATEGORY. .	90
XII	SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING THE RATING PREFERENCES FOR FIVE SEXUAL ACCESSIBILITY CHARACTERISTICS FOR THE POPULAR WOMEN CATEGORY.	91
XIII	SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING THE RATING PREFERENCES FOR FIVE SEXUAL ACCESSIBILITY CHARACTERISTICS FOR THE CATEGORY OF YOUR DATE .	93
XIV	SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING THE RATING PREFERENCES FOR FIVE SEXUAL ACCESSIBILITY CHARACTERISTICS FOR THE CATEGORY OF PROSPECTIVE MATE.	95
XV	RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING THE RATING PREFERENCES FOR THE CHARACTERISTIC "IS WILLING TO PET ON OCCASION" FOR THE CATEGORY OF YOUR DATE. . .	103
XVI	SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING THE RATING PREFERENCES FOR 11 SOCIABILITY CHARACTER- ISTICS FOR THE POPULAR MEN CATEGORY	107

L I S T O F T A B L E S (Continued)

Table	Page
XVII SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING THE RATING PREFERENCES FOR 11 SOCIABILITY CHARACTER- ISTICS FOR THE POPULAR WOMEN CATEGORY.	108
XVIII SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING THE RATING PREFERENCES FOR 11 SOCIABILITY CHARACTER- ISTICS FOR THE CATEGORY OF YOUR DATE	110
XIX SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING THE RATING PREFERENCES FOR 11 SOCIABILITY CHARACTER- ISTICS FOR THE CATEGORY OF PROSPECTIVE MATE. . .	112
XX RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING THE RATING PREFERENCES FOR THE CHARACTERISTIC "IS WILLING TO DRINK SOCIALLY" FOR THE CATEGORY OF PROSPECTIVE MATE	122
XXI SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING THE RATING PREFERENCES FOR SEVEN STATUS ACHIEVEMENT CHARACTERISTICS FOR THE POPULAR MEN CATEGORY . .	129
XXII SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING THE RATING PREFERENCES FOR SEVEN STATUS ACHIEVEMENT CHARACTERISTICS FOR THE POPULAR WOMEN CATEGORY	131
XXIII SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING THE RATING PREFERENCES FOR SEVEN STATUS ACHIEVEMENT CHARACTERISTICS FOR THE CATEGORY OF YOUR DATE. .	132
XXIV SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING THE RATING PREFERENCES FOR SEVEN STATUS ACHIEVEMENT CHARACTERISTICS FOR THE CATEGORY OF PROSPECTIVE MATE	134

L I S T O F T A B L E S (Continued)

Table		Page
XXV	RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING THE RATING PREFERENCES FOR THE CHARACTERISTIC "BELONGS TO A SORORITY OR FRATERNITY" FOR THE CATEGORY OF YOUR DATE .	136
XXVI	RANK-ORDER OF MALE PERCEPTION OF CAMPUS NORMS FOR FEMALE POPULARITY AT THE UNIVERSITY OF MICHIGAN AND AT NORTHEAST LOUISIANA STATE COLLEGE.	146
XXVII	RANK-ORDER OF FEMALE PERCEPTION OF CAMPUS NORMS FOR MALE POPULARITY AT THE UNIVERSITY OF MICHIGAN AND AT NORTHEAST LOUISIANA STATE COLLEGE.	148

CHAPTER I

I N T R O D U C T I O N

Dating is an established social custom peculiar to the United States that has proven to be one of the more diffusable innovations of the present century. Nearly all young people in every social group participate in this activity. Dating consumes a large part of the individual's time, thought, and energy, and has an impact on many areas of everyday life. Although this custom is one of America's chief exports and is increasingly adapted by the youth of other cultures, dating has its deepest roots in this country.

The emergence of the current dating pattern illustrates a developmental aspect of the nation's social history. Kephart (32) reported that when American society was predominantly rural, marriage was an economic necessity and courtship was aimed at obtaining a mate. A man needed a wife and children to help him clear the land and farm. A woman was not free to obtain work and to be self supporting. Woman suffrage and urbanization gave impetus to the inevitable modification of courtship practices.

Geographic mobility, increased employment of women, co-education, popularity of mass media, entertainment, increased

leisure time, the phenomenal spread of automobile ownership, popularization of resort and vacation areas and sports recreation tended to facilitate the association and intermingling of young people. Within a few generations the courtship process changed from a brief period of rather formal association with few people of the opposite sex, to a prolonged period of informal association with many persons, under conditions in which the only restrictions were those which were self imposed. As these conditions came to prevail and were capitalized upon by commercial sources, the modern American game of dating was born.

In present day society dating is a courtship game devised by adolescents for their own amusement. For many it is the chief means of recreation. Dating imitates the language and gestures of courtship, noted Udry (61), but the players understand that it is only a game. The object is to play the game well with no further obligations and no emotional commitment. The rules for the game have been developed and passed down and the players specified. For example, people of equal status usually play together. Although dating is not oriented primarily toward mate selection at any age, mate selection occurs nearly always in the context of a dating relationship.

Dating is a compelling social phenomenon for unmarried teenagers. Broderick (10) contended that dating is

undoubtedly one of the most efficient mechanisms for moving young people into marriage that the world has ever known. Eventually 95 per cent of the total population marries at least once; consequently, the social and emotional problems of American youth generally center around family life, dating, or both.

On college campuses where status distinctions have been developed into an art form, observers have pointed out the fine status discriminations which are made in the dating system. Waller (65) contended that the class system or gradient of dating desirability existing on campus is clearly recognized and adjusted to by the students themselves. Accommodations and rationalizations appear as a result of the determined status.

Waller (66) observed that competition for dates among both men and women students fostered exploitative relationships in dating. The competitive-materialistic dating system is opposed to items predictive of marital adjustment. This orientation, Edwards (21) suggested, becomes reinforced through repetition. The conditioning of the present economic system with emphasis on pecuniary rewards, and the lengthy continuation of this basic orientation during the dating process cannot fail to have an impact on marital relationships. Mace (44) contended that in the present affluent society where

possessions are readily jettisoned when the owner grows tired of them, dating partners, like material goods, tend to become expendable in much the same way.

The extent to which the rating and dating complex exists in coeducational college communities is a question of considerable speculation among the writers in the field of family life. Although a broad literature exists regarding dating in American society, Smith and Monane (53) reported that little rigorous research has been conducted along this line. Much of the writing on this subject is based on observation, personal interpretation, and opinion rather than objective studies. The paucity of current research concerned with the dating preferences of college students is evidenced by the redundant reporting of investigations conducted over a decade ago that are cited in family living textbooks published between 1962 and 1968.

Replication of studies is needed, according to Mussen (44), and Good and Scates (26) to ensure verification of the results and to provide empirical support for the generalization of findings to unsampled groups. Selltiz and others (50) contended that replication of research is essential to the development of confidence in research findings. It seemed pertinent, then, to gather data about current practices and patterns that are characteristic of the dating period of

young people and to utilize a research design employed by previous investigations concerned with the dating preferences of college students.

Knowing the factors upon which young people place importance in dating should be valuable to teachers, parents, marriage counselors, and the clergy in guiding youth to a wise selection of a marriage partner. In addition such an investigation should furnish family life educators with new insights and understandings of the youth of today, and thereby assist in making the courses of study in this area more effective and functional.

STATEMENT OF THE PROBLEM

Efforts to understand the concerns of youth must be made if the values of family living are to advance. To the extent that healthy attitudes toward family life may be encouraged through family life courses, education in this realm requires continuous evaluation and an acute awareness of the nature and range of student values and attitudes. Because of the present dating pattern of free mate choice, this segment of adolescent social life has been a problem of national concern. Dating is one of the greatest personal problems of college social life.

PURPOSES OF THE STUDY

The overall purpose of the present study was to initiate and conduct an investigation concerned with the current dating and rating practices of male and female college students on a selected college campus in the southern part of the United States. More specifically, the purposes include the following:

- 1) To review previous research and literature related to the dating patterns of college students.
- 2) To determine student attitudes concerning the dating and rating preferences of men and women on a college campus by completion of a "Dating Preference Survey."
- 3) To consider the distinction and similarity of responses between the male and female sample as to what college students think determines an individual's popularity as a date.
- 4) To explore selected personal background factors of male and female college students.
- 5) To examine the responses of the sample concerning what most college students think determines an individual's popularity as a date in relation to the responses which indicate the individual's choice of a date and possible marriage partner.
- 6) To compare the findings of this sample with the findings of the sample studied by Blood (7) at the University of Michigan.

CHAPTER II

R E V I E W O F L I T E R A T U R E

CONCEPTUAL FRAMEWORK OF DATING

The dating practices in America today have broken sharply with tradition and are duplicated nowhere else in the world. Womble (69) contended that in the United States dating has evolved into a substitute process for parental control of the youth's preparation and final selection of a marriage partner. Although Americans date more than any other people of the world, Bowman (9) and Landis and Landis (34) support the premise that social circumstances demand a dating system that serves as a useful and necessary foundation for a system of marriage. Whatever views are held about the dating system, there is no evidence that dating will diminish or disappear from the social scene.

Evolution of Courtship and Dating Practices

Historians of the family agree that dating in America became a widespread phenomenon after World War I. Udry (61) and Landis (36) characterized the nation's population as shifting toward anonymity, urbanization, individualism, secularization, and emancipation of young women. Dating occurred

as a natural consequence of several factors. First, the initial quarter of the twentieth century was a period when America was becoming highly urbanized for the first time. Urban places and urban life produced circumstances in which supervision of children was more difficult for parents. Young persons began to leave the family nest to go to college or to seek employment in a distant state or city eliminating opportunities for parental supervision.

Second, geographic mobility and urbanization created circumstances where young people had no personal knowledge of a field of eligible mates without the means of a dating mechanism. Earlier customs and traditions defining boy-girl relations were not so ingrained and sacrosanct as to withstand the numerous contacts of teenagers in the modern city. Gradually rules and regulations in most families relaxed as newly acquainted men and women began building together new codes of behavior and new concepts of right and wrong to govern behavior. Udry (61) maintained that the new values made adherence to the rigid standards of supervision more difficult.

Third, World War I and the years immediately succeeding it represented the peak of feminine equality movements which established the two sexes on a much more equal basis. A new concept of marriage emerged as a companionship between two

people, which, Burgess and Wallin (12) revealed, increased the complexity of choosing a life partner. According to Freedman (23) belief in a fixed set of ethics has waned since this era.

Lowrie (45) made the following observation concerning dating development:

By long practice courtship is a social term involving obligation, a kind of chain process, which once initiated, one is under social pressure to carry through to completion in marriage. In colonial times when a boy asked for permission to call on a man's daughter, he in effect asked for permission to marry her if she would consent. Much more recently a first call by a man on a young woman was a public indication of interest in marriage, and repeated calling was the near equivalent of announcement of an engagement and forthcoming marriage. From its initiation to its end courtship is a public avowal of intent to marry. Back of that avowal, there has long been in America social pressure upon the individual to carry out his commitment.

In contrast, dating is a relationship expressing freedom, lack of commitment or public obligation for any sort of future action. In truth, up to the time of announcement of engagement dating participants have a minimum of accepted responsibility to continue the relationship. Continuation is largely a matter between the two concerned. That is to say, the rise of the term dating is a reflection of the freedom of the young to associate in pairs without others--parents or the community--assuming or insisting that merely because they are dating they have further responsibilities to each other or to the community. Such freedom is what distinguishes dating from courtship.

The dating trend in the early twentieth century in co-educational colleges illustrates the general pattern of

courtship. Burgess and Wallin (13) described an incident written by a beau of that era:

. . . pairing began during the first few weeks of the freshman year. Before Thanksgiving the boys and girls were definitely keeping steady company. Nearly all of them remained paired and sooner or later were reputed to be engaged. . . . A few couples broke up before marriage. Among these, one or both had been none too happy in their paired relationship but had remained together during their college days because of social pressure.

Youth became dissatisfied with the dating system of keeping steady company as the only prerequisite to mate selection. Udry (61) indicated that a plan had to evolve which would allow men and women to become better acquainted and to select a marriage partner on the basis of personality compatibility. These concepts, combined with an increasingly liberal attitude toward premarital sex and the extending of coeducation into a greater part of adolescence, created the ideal situation for the development of an adolescent subculture within the society. The youth group was separated from adult activities and dependent upon its own group for emotional support, status, companionship and normative standards. In essence courtship had developed from an obligatory activity of "keeping company" to an independent selective process.

Although many authors have defined the present practice of dating, Womble (69) noted that a specific operational

definition actually describing dating in its entirety is not easy to reach. Most definitions seem to agree on the one fact that dating is a paired heterosexual association, a relationship between two members of the opposite sex. Landis (35) and Udry (61) declared that dating is a social engagement between two uncommitted people for the sake of the date itself. Dating as a recreational association, asserted Bell (3), is an end in itself with no further commitment. Ostensibly, dating is free from any connection with marriage to the particular persons dated.

Bowman (9) enumerated the role of dating as three-fold: a special association with a person of the opposite sex that provides elements of interest not to be found with members of the same sex; a source of prestige either because of the frequency with which it occurs or because of the persons dated; an educational process that affords opportunity to become better acquainted with persons of the opposite sex and with the social expectations and restrictions surrounding the activities of the couple.

The relationships between dating and marriage, Blood (6) contended, is primarily indirect. Dating provides a laboratory for experience in marriage-relevant behavior. Important steps toward maturity can be accomplished in dating. An opportunity is afforded for coming in contact with

numerous groups of possible partners to find the compatible one for marriage. Cavan (14) indicated that "this conception of dating may not sound romantic, but it is conducive to successful choice of a mate."

Womble (69) concluded that dating is an intrinsic part of courtship. "Effective preparation for marriage is offered perhaps not to the particular person dated at the moment, but to someone, sometimes, somewhere."

Rating and Dating Complex

The nature of the dating preferences of college students has been a matter of debate among family life educators for many years. The pioneer author in the field concerned with this question was Waller (65) who introduced the idea that college dating takes place under conditions determined by a culture complex called the rating and dating complex:

. . . competition for dates among both men and women is extremely keen. Like every other process of competition, this one determines a distributive order. There are certain men who are at the top of the social scramble; they may be placed in a hypothetical Class A. There are also certain coeds who are near the top of the scale of dating desirability, and they also are in Class A. The tendency is for Class A men to date principally Class A women. Beneath this class of men and women are as many other classes as one wishes to create for the purposes of analysis. It should be remembered that students on . . . campus are extremely conscious of these social distinctions and of their own position in the social hierarchy. In speaking of another

student, they say, "He rates," or "He does not rate," and they extend themselves enormously in order that they may rate or seem to rate.

The rating and dating complex advocated by Waller (64) is probably not exactly the same in any two colleges, but some of the statements which are true of one school are true also of many others. Young men and women are desirable dates according to the rating on the scale of campus values. Influential factors in determining a woman's status are good clothes, a smooth line, the ability to dance well, popularity as a date, and being seen in popular places. The most important of these factors is popularity as a date, for prestige depends upon dating more than anything else. In order for men to have Class A rating, the following are necessary: membership in one of the better fraternities, prominence in activities, a copious supply of money, well-dressed, smooth in manners and appearance, a good line, dances well, and access to an automobile. The coed who wishes to retain Class A standing must consistently date Class A men.

Rating is described by Burgess and Wallin (13) as the process of choosing or refusing persons as dates, not according to personal preferences, but according to the way other persons rank them. The extent to which rating operates in a college community seems to be in direct proportion to three factors: 1) the degree to which dating is regarded as an end

in itself, rather than a preliminary to further commitment, 2) the degree of emotional involvement, and 3) the extent to which levels of social and economic status are present and recognized on the campus. Rating seems to be widespread as an important part in the dating lives of college men and women. Fraternities and sororities are ranked by students who in turn rank the members.

An analysis of essays written by college students of Burgess and Wallin (13) on the qualifications desired in a date revealed that in general group influence predominates over personal preference. In many cases the man or woman appears to be interested first of all in the impression made by the date upon others:

Of extreme importance is the great concern for being seen with a superior date. This necessitates attendance at as many school functions as possible. . . .

Green and Loomis (27) reported that a high place in the dating and rating complex determines the primary goal within the campus society, locally. Although social success is increased in terms of participation in extracurricular activities, the prestige accorded by a dominant status in the social hierarchy is unparalleled. According to Larson and Leslie (37) this hierarchy appears to reflect both the campus and

the larger community stratification systems. A general status hierarchy of student groups can be identified on most college campuses.

Dating, Waller (65) pointed out, is a competitive game engaged in primarily for status, rather than any useful function. On the college campus dating means thrill seeking and adventure. Landis (36) postulated that the latter author saw dating as a game of trying to win favors without becoming involved emotionally. The least emotionally involved member manipulated the situation, with the most involved being the likely victim of exploitation. The whole dating pattern was built upon competition and materialistic display. Wallace (64) agreed that the dating system is highly structured and highly competitive. The greatest success is not always attained by the most brilliant, the most competent and most lovable people. Instead, the most favorable rewards often go to the most aggressive, dominant, and compulsively ambitious.

A questionnaire distributed by Smith (55) to a group of unmarried students in Pioneer College verified that competitive dating is the dominant campus pattern. Sixty-six per cent of the respondents were classified as engaging in competitive dating with several partners. Emotional non-involvement is one of the unique characteristics of this form

of dating. No significant differences in attitudes and behavior of men and women were revealed, except that women tend to date the same partner over a longer period of time than men.

Landis (46) reported that sociologists have taught the Waller (66) theories for more than 30 years, have discussed the concepts proposed, and have subjected the theories to research. "The controversy still goes on and evidence increases."

Using the rating and dating hypothesis as the subject of a special study, Blood (5, 7) found very little support for Waller's thesis (65). University of Michigan students rated such items as great popularity, money, and sorority and fraternity membership much lower than many other factors in dating behavior and in the evaluation of dating partners. More than half of Waller's items (65) failed to be chosen by a majority of the students and consequently failed to constitute norms for the campus as a whole. Items chosen by both sexes as qualities preferred in casual and serious dates were: is pleasant and cheerful, has a sense of humor, is a good sport, is natural, is considerate, and, is neat in appearance. Similar results were reported by Turner (60) in an investigation utilizing the dating characteristics proposed by Blood (5). A rank order of dating characteristics preferred by

these students were congruent with Blood's study (5). The latter author noted that these items differed markedly from both the drama of the romantic complex and the competitive artificiality of the traditional rating complex.

Smith (56, 57) conducted a restudy of the campus which was originally the focus of Waller's work (65). Six hundred and two students were administered a questionnaire and were asked to express agreement or disagreement relative to the dating characteristics mentioned by Waller (65). Respondents were asked to indicate what a man or woman must have or do to be popular on campus. Men and women were in general agreement in the concept of a popular person and rejected the more materialistic items in favor of personality items. In the case of both sexes smoothness in manners and appearance, and ability to dance well were considered most important. For both sexes, being of attractive appearance and having good clothes were ranked high. For men, prominence in activities was more important than looks and appearance.

Burgess and Wallin (13) conducted an extensive study of dating practices among students in three Midwestern and two Western coeducational colleges and found that dating involved considerable rating on the college campus. The acceptance or rejection of a date was related to the status aspect of the situation. Fraternities, sororities and other

campus organizations played a decided part in determining dating status. Bernard (4) described fraternities and sororities in schools as "in large part dating and courting institutions."

Similarly, Rogers and Havens (48) found that rating enters decidedly into dating. The major purpose of an investigation was to determine the importance of prestige rating in the mate selection of college students. At the dating level, status homogamy prevailed over heterogamy with fraternity and sorority members tending to date one another, and with dormitory residents tending to date other dormitory residents and nonstudents. Data revealed that prestige classes entered into all phases of mate selection from casual dating up to mate choice itself. Students date, become pinned, engaged, and marry within the same prestige class. These authors concluded that students adhered to prestige ratings at all stages in the mate selection process. Landis and Landis (34), however, suggested this evidence indicated that it is not that fraternity men seek out sorority girls or dormitory men seek dormitory dates; rather the principle of residential propinquity operates. In the social setting of a large campus, fraternity-sorority students are thrown together in exchange dances and parties, in the same way as dormitory students are thrown together through the activities of common living groups.

A Wisconsin University investigation supported the hypothesis that in general, fraternity men tend to marry sorority women. McCormick and Sundal (42) found that, in these intimate groups on campus, rating takes place. Different statuses are assigned to different fraternal groups, as to different offices or positions on the campus. Campus queens and other competitive contests based upon feminine beauty enter into this rating complex.

Two groups of unmarried freshman and sophomore college students furnished data for an investigation by Connor and Hall (18). A majority of both groups established requirements for a date to include a good reputation, an attractive appearance, and comparable intelligence. Neither necking nor petting was considered essential to popularity. A larger proportion of men than of women said these activities contributed to popularity. Similarly, Kirkpatrick and Caplow (33) found that under certain conditions women were forced to compromise in matters of sexual morality in order to avoid the breaking of a relationship. These findings give support to Waller's (65) rating and dating complex that exploitative attitudes begin to emerge in the dating process.

A list of important characteristics were rated in order of rank by 2,500 students engaged in a survey by Christensen (15). The seven highest items were 1) is physically and

mentally fit, 2) is dependable, 3) takes pride in personal appearance, 4) is clean in speech and action, 5) has a pleasant disposition and sense of humor, 6) is considerate, and 7) acts own age. Males gave greater stress to such items as physical attractiveness and nonuse of tobacco. Females gave more emphasis to moderation regarding intimacy, parental approval, and consideration of others. Definite male and female patterns of dating emerged; however, both sexes were in rather close agreement concerning several factors. These were concerned with things to look for in choosing a date, conduct patterns of each sex, and self criticism as applied to the dating situation. There is little evidence of rating being of major importance among this group.

A study by Smith and Monane (53) of unmarried students at the University of Colorado revealed the traits these young people rated highest in describing a good date. Anonymous questionnaires showed that both men and women rated companionability as the most important characteristics of a good date and a good mate. Although men and women differed somewhat in importance on certain values, as a group men agreed more fully on what they wanted in a date. Men rated physical appearance high, whereas women rated social graces higher than looks. The authors drew the tentative generalization that the older the individual, the greater the variety of

traits sought in a date. Women seemed to place more importance on mutual attraction and love as they advanced in school. Men tended to ascribe less significance to chastity. Conversely, women considered chastity important in the male the first three years of college, but it dropped sharply in value during the senior year.

CONTEMPORARY CAMPUS DATING

Common Functions of Dating

Dating in the American college culture serves a number of functions, some of which are only remotely related to marriage. In most cases the functions of dating are manifest, not latent, Skipper and Nass (51) emphasized. The most common motivation of individuals in dating corresponds roughly to the most common functions of dating, even though all possible motivation would not so correspond. The work of a number of writers in the field has been summarized by the latter authors to indicate the main functions that dating serves for the individual: a form of recreation; a form of socialization; a means of status seeking; a form of courtship. Dating provides entertainment for the individuals involved, as well as permitting individuals of the opposite sex to get to know each other, learn to adjust to each other, and to develop appropriate techniques of interaction. By dating and

by being seen with persons who are rated highly desirable by the peer group, the status and prestige of the individual is raised within the group. Unmarried individuals associate with each other in the dating situation for the purpose of selecting a marriage partner. Bayer (1) contended that dating is an educational experience through which skills for valid mate selection and personal growth are cumulatively acquired over time. Data revealed in an investigation by McDaniels (43) gave support to the hypothesis that there is a tendency for females to give recreation, mate selection and anticipatory socialization, respectively, as the primary reasons for dating.

Related to the recreational functions of dating is that of receiving prestige. Bell (2) asserted that to be successful in dating is to meet the standards of the peer group. For many, competing with one another is as important as meeting the standards of the group. Prestige is achieved by the frequency of dating different individuals. However, prestige is not limited just to dating for college students, but is found in all stages of the courtship process. For this group prestige may be related to desirable values in a future marriage partner. The prestige stressed varies accordingly in the different colleges.

Evidence revealed by Grinder (28) gives support to the role of dating as a means of status-achievement and prestige. Results of a questionnaire administered to male and female high school students indicated that all females, whether dating frequently or infrequently, were eager to participate in the dating system and to seek the peer status it offered. For males, peer relations and the status seeking, participative features of dating appear to be closely related. Men who were not participants in extracurricular activities seemed especially interested in participating in dating as a means of seeking status. Having friends per se was an important correlate for motivation of males for all the resources of dating, whereas, having close intimate friends appeared to be more critical for females.

Nimkoff and Wood (47) found a strong compulsion for college students to date in a sample of 489 students. Over 60 per cent had dated by the end of the freshman year. This sample represented a predominantly Protestant middle-class population which came from middle-sized cities. Leslie and Richardson (39) upheld these findings and agreed that the direct environmental pressures operating on a campus encourages the association of persons of diverse backgrounds and appears to favor heterogamous pairings.

In such a setting as the coeducational campus considerable pressure to date is exerted upon those who would prefer not to date. According to Winch (68) the social conditions of college life stimulate the student to date and to date the type of person approved by the social group. A date does not always signify a man's spontaneous and voluntary affectional interest in a woman. Smith (52) confirmed that social pressure towards dating is normally exerted by the students' peer group. This group acts in accord with the values and norms of the student culture complex. Approval by peers when dating and disapproval for not dating is a common manner in which the pressure operates. Dances and other college social events are attended by dating pairs only, and persons without a date are excluded. Peer groups provide a sense of security for members who are attempting to establish pair-dating relationships. Such groups are an important channel through which acquaintances which may lead to courtship are made. Respect from the peer group aids the individual to feel adequate in contacts with persons of the opposite sex. College students tend to adopt the dating and courtship patterns of peers. Persons with high prestige are frequently imitated in modes of acting.

During the dating stages of life at any age, dating serves an important function in the individual's social maturing. Landis and Landis (34) pointed out that when people

first venture into the couple world, considerable time is spent with learning social skills. Opportunity is provided for the individual to be tested in different situations and to learn finesse in social interaction. In a study of 3,187 students these authors found that only one-fourth of the students felt confident in associating with the opposite sex, and more than half reported some difficulty. For these students, developing confidence in associating with the opposite sex was a major concern.

Fundamentally involved in heterosexual social interaction is the process of role taking or empathy. Blood (6) defined empathy as the ability to perceive the partner's attitudes and feelings; a skill that can be acquired and developed through practice. Dating provides endless opportunities for practicing this skill. An investigation by Vernon and Stewart (63) was concerned with empathy in the dating experiences of 52 college couples. A questionnaire was designed to measure how closely the respondent's estimate of date satisfaction coincided with the satisfaction of the partner. Empathy was greater for those couples who had dated each other frequently than for those couples who had dated each other less frequently. Individuals having a high number of dates per month had higher empathy scores than those who had fewer dates. Increased empathy tends to induce increased

interaction. A follow-up study by these same authors produced similar findings. Conclusions revealed no significant concentration of campus leaders in the high empathy group.

Broderick (11) postulated that "accelerators" reinforced by society utilize dating practices to lead young people into marriage. One of the most effective accelerators is the desire inculcated in children by the simple process of growing up in families, to live in a similar setting as adults. Both boys and girls are socialized to value this arrangement. The sex drive in both the male and female is another powerful and obvious accelerator. These two important accelerators are fitted together in the present courtship system to produce a spiraling escalation toward marriage that is almost impossible to escape.

Viewing dating as a procedure for mate selection necessitates recalling the ways in which dating is not a preview of marriage. Winch (68) and LeMasters (38) contended that until dating permits experiences in the task oriented activities relevant to marital and parental roles, its efficiency as a procedure for mate selection and as a context for anticipatory socialization into marital roles and adjustment to marriage can be only partial.

Factors Relating to Dating Preferences

According to Christensen (15) dating practice falls short of dating preferences. Either compromises with desires are made in making a date or disillusionment occurs to a degree after the date is in process. A 24 item questionnaire administered to unmarried and unengaged Purdue University students revealed descriptions of what this group liked most in a date. Greatest emphasis by both sexes was given to pleasant disposition, further described as cheerful, agreeable, optimistic, sense of humor and good sport. Next in importance was the quality of being well groomed and mannered. The third preference was for sociability, where the date met people with ease and was knowledgeable about the social arts. Other qualities regarded as extremely important for the date to possess are emotional maturity, physical attractiveness, considerateness, and fitting the traditional role of masculinity or femininity.

Although the sexes agree with each other concerning what is wanted in a date, some differences are noted. Males tend to want a date who is affectionate, romantic and physically attractive, and offers promise of being a good homemaker. Females, in contrast, stress more than males characteristics such as conventional sex standards, good financial prospect, ambition and industriousness, religious nature,

considerateness, and sociability. The author concluded that there appeared to be certain patterns distinctive of each sex.

An earlier investigation by Christensen (16) at Brigham Young University gave support to the fact that males and females emphasize the same qualities in mate selection. Both sexes attributed significance to personality traits as dependability and emotional maturity, mutual attraction, good health, and desire for home and children. Males considered attractiveness, popularity with others, and non-smoking as important. Females emphasized education, similarity of backgrounds, and chastity.

Similarly, Hewitt (30) found that although males and females agree on items concerning what is desired in a date, differences are evidenced. Students were asked to rate items indicated on a questionnaire. Characteristics considered most crucial by both sexes in rank order were: well-groomed and well-mannered, sense of humor, considerate, emotional maturity, ambitious and industrious, energetic, and sensible about money. Males felt that physical attractiveness was a crucial item. Women placed a premium on conventional sex standards, while one-half of the men rated this item as virtually irrelevant.

Value assignments given to dating preferences are indicative of numerous influences. Lowrie (41) contended that cultural standards affect the association between the sexes and may preclude, hinder, or promote dating. Anonymous questionnaires completed by a group of unmarried Mormon students indicated the traits considered undesirable in a courtship partner. As previously cited, males and females differed with regard to some items. Males objected more to female tendencies as flirting with others, wanting expensive things, and never saying thank you. Females laid greater stress on male indulgences as wanting too much necking and petting, staying too late on a date, and preferring to date only popular females.

The purpose of a research project by Niehuss (46) was to explore the differences in criteria accorded importance by a group of college students in date selection and ultimately mate selection. Data revealed by a questionnaire indicated that over one-half of the total sample considered the following items above average or most important. These were, in order of importance to the college students: considerateness, emotional maturity, stable and dependable, ambitious and industrious, and intellectual stimulation. Males emphasized certain factors more than females. These were in rank order physical attractiveness, good homemaker, well-groomed and mannered, and good health.

Self descriptions and ideal mate images were elicited from a nonrandom sample of single college students in an inquiry by Udry (61). Conclusions from the data obtained suggested that mates are selected without regard given to pre-existing ideal mate images. Ideal mate images were not attributed to selected persons but to a change in response to a new relationship into which a person entered. The mate perceptions of engaged persons, although highly inaccurate in relationship to the described ideal mate, bore little resemblance to the ideal mate conceptions of unengaged single persons. Similarly, Williamson (67) found that the concept of an ideal mate appeared to exist only as a generalized and flexible standard in the actual process of mate selection.

Data gathered by Strauss (58) from 373 engaged or recently married persons refuted the findings of previous research cited in regard to the ideal and chosen mate. Over 50 per cent of this group judged the present spouse as either close to or identical with a previously described physical ideal. When the subjects compared the mate with the person liked or loved next best, practically no difference was revealed in approximation to ideal physical traits, but the mate came closest to ideal in personality traits.

Most college students find that sex is still a confusing and troubling issue within the present dating system.

Halleck (29) reported that more young people engage in heavy petting before marriage than in previous decades, but the rates of actual premarital sexual relations before marriage have not increased significantly since 1920. A high percentage of relationships does not take place during the college years for as many as 40 per cent of males and over 55 per cent of female students are still virgins when they graduate. Cutler (19) noted that although the traditional emphasis has been on delay in gratification, Dreger (20) affirmed that students are influenced by peers and mass media toward more liberal expressed attitudes.

Similar conclusions were drawn by Freedman (29) and Hoyman (31). These authors gave evidence to support the theory that the great change on college campuses has been in more liberal attitudes toward sex and in more heavy petting. College women engaging in premarital sexual relations usually become involved with men with whom there is an emotional attachment. Promiscuity, in the sense of automatic sex relations, is confined to a very small percentage of individuals.

Rubin (49) asserted that the most important single contribution regarding sex and the college student is the study of Erhmann (22) of 1,000 college students. This investigation provided deep insights into the new codes of dating and petting, which are defined patterns firmly fixed in the folkways and

mores of the youth culture. A major finding of the latter author was that female sexual expression is primarily and profoundly related to being in love and with going steady, while male sexuality is more indirectly and less exclusively associated with romanticism and intimacy relationships. The degree of physical intimacy permissible among males is inversely related and among females directly related to the degree of affection in the relationship.

Perhaps Gibran (25) best summarized the "ideal" role that men and women could portray in a dating relationship if dating were universally defined as a social engagement between two people for the sake of the date itself, and without marital intentions:

And let there be no purpose in friendship
save the deepening of the spirit. For love that
seeks aught but disclosure of its own mystery is
not love but a net cast forth; and only the un-
profitable is caught.

CHAPTER III

P R O C E D U R E

THE SAMPLE FOR THE STUDY

A stratified-random sample was drawn for the present study from freshman and senior, male and female, undergraduate students enrolled in Northeast Louisiana State College, Monroe, Louisiana, for the academic year 1968-1969. A total of 691 students participated in the study. This total included 205 seniors and 486 freshmen representing 16 per cent of the senior enrollment and 15 per cent of the freshman enrollment. The sample of the study represented 10 per cent of the total college undergraduate enrollment. The senior sample was composed of 91 female students and 114 male students residing in the campus dormitories. Two hundred and twenty-six males and 260 females comprised the freshman group.

The college selected for the study, Northeast Louisiana State College, is a four-year accredited institution located in Monroe, Louisiana. The college was established to meet the educational needs of the young men and women of Louisiana and to function as a cultural and community service center for the surrounding area. The school has

progressed from a junior college, opened for its first session in 1931, to its present status as a four year institution. The enrollment for the college for the academic year 1968-1969 was 6,872. Curricula offerings at the school are available in both the professional and pre-professional classifications. Northeast Louisiana State College was selected as the site for this investigation because the student population is a cosmopolitan grouping representative of various areas in the southern region. A copy of student distribution by states and by parishes in Louisiana is included in Appendix A. A study of this nature has not been previously conducted at this school. Administrative cooperation and assistance facilitated the collecting of data.

INSTRUMENT FOR THE STUDY

In order to achieve the purposes of the study, the author developed a "Dating Preference Survey" adapted from the research instrument developed and used by Smith (57) and by Blood (7) in the original studies concerned with the dating and rating complex. Written permission was obtained from both authors to adapt the instrument for the present study. A personal interview was held with the senior author, William Smith (57). The questionnaire method has been described by Selltitz and others (50) as an appropriate one to assure some uniformity from one measurement situation to another.

Bloom (8) believed that a questionnaire requesting a great variety of opinions might be summarized to express a particular basic value at one time, and at another time a somewhat different key or summarization might be determined that would represent the same basic value.

Data for this study were acquired through the use of a "Dating Preference Survey." A copy of this survey is included in Appendix B. The survey contained two sections: one developed to collect opinions about current dating and rating attitudes from college students; the other, to reveal personal and family background information about individual students. The first step in adapting the original questionnaire required that a check be made of the campus rating system at Northeast Louisiana State College as no two campuses would necessarily have the same rating hierarchy. To accomplish this requirement, in the fall of 1968, 262 male and female students enrolled in two sections of family living classes and four sections of social etiquette classes were asked to list the characteristics which were felt to contribute to a man or a woman being popular on campus. The students were asked to include group patterns as well as personality characteristics. The items listed by the students were compared to the characteristics included in the original

study. As a result of this comparison, six item characteristics were added to the questionnaire. These included:

- 1) has a good physique or figure
- 2) is willing to have sex relations
- 3) belongs to a specific fraternity or sorority
- 4) is willing to hear his date's side of a discussion
- 5) comes from a middle class family
- 6) comes from an upper class family.

Section one of the questionnaire contained a list of 43 characteristics which the respondents rated in terms of very important, important, not important, and undesirable according to how students on campus defined a popular man and a popular woman and characterized a date and a possible marriage partner. The four categories were "Popular Men," "Popular Women," "Your Date," and "Prospective Mate." Whereas the original study by Blood (7) allowed for responses only in the "yes" or "no" category, the present rating scale was designed to discriminate between opposite extremes in attitudes among the subjects and among individuals who differed slightly or maintained a moderate position. A four point rating scale was used to measure responses to the item characteristics to permit a more precise discrimination in the subjects' responses and to qualify for a more potent statistical treatment of data. A numerical value was

attached to each point in the rating scale ranging from a value of one to a value of four respectively for the response possibilities, very important to undesirable.

Section two of the questionnaire was designed to obtain information concerning the participating subjects and the respective families. Religious preferences, community size, dating status of the subjects, age at which parents married, rating of parents' marriage, age at first single and double date, degree of peer influence in date selection and other pertinent information relating to the purposes of the study were included in the "Dating Preference Survey." The questions concerning personal data of the respondents were purposely placed in the latter part of the instrument in an effort to avoid a possible source of biasing the respondent's attitude in answering the questions.

The "Dating Preference Survey" was pretested for the purpose of validation in terms of practical use. Since the instrument was used in previous studies and has been standardized through use, the investigator's results would be more valid than if an untested inventory had been employed. Selltitz and others(58) contended that the appropriate method for determining stability is through comparison of repeated measurements. "When the measuring instrument consists of a questionnaire, usually only two administrations are used for

the test-retest procedures." The author administered the questionnaire to five students selected at random at Texas Woman's University. After the tests were completed, interviews were held with these students to obtain reactions to the questions and to clarify responses as necessary. The first pre-test was administered to 20 male and 20 female students enrolled in a physical education course at North Texas State University. The time necessary to take the test was recorded. Eleven female students enrolled in a child development course at Texas Woman's University were administered the second pre-test. An analysis of the responses given by these two groups of students demonstrated the need for further revisions. After the corrections were made, five male and five female students enrolled at Northeast Louisiana State College were asked to critique the questionnaire. The revised questionnaire was then administered to four students selected at random at Texas Woman's University. Reliability data are presented in the discussion of findings of the correlation of the present study with Blood's previously published data.

Prior to finalizing the questionnaire for printing, a copy of the "Dating Preference Survey" was forwarded to the Dean of Men and the Dean of Women at Northeast Louisiana State College for approval in terms of meeting campus regulations for distribution. The questionnaire was printed to

shorten the appearance of the instrument in an effort to prevent boredom and disinterest and to improve the quality of response.

The distribution of the "Dating Preference Survey" for the senior students was facilitated through the offices of the Dean of Men and Dean of Women at Northeast Louisiana State College. The names of all senior male and female dormitory students were secured and divided conformably to the respective residence. The questionnaires were distributed in envelopes in which the respondents sealed the completed form. Proctors were assigned in each dormitory to deliver and collect the completed questionnaires. A note attached to each questionnaire instructed married students not to complete the form but to return the questionnaire to the proctor.

Arrangements for dispersing the "Dating Preference Survey" to the freshman students were rendered through the office of the Dean of the School of Pure and Applied Sciences at Northeast Louisiana State College. Freshman students enrolled in 19 sections of beginning courses in botany, business mathematics, algebra, zoology, military science and social etiquette were administered the questionnaire by the author in the respective classrooms. In each instance the teacher introduced the author. The author revealed the nature

and purpose of the investigation to the students who were asked to volunteer to participate in answering the questionnaire. No additional instructions for taking the test were given.

PURPOSES OF THE STUDY

This study was concerned with an investigation of the dating and rating practices of college students and the extent to which the dating and rating complex exists within this group. The purposes of the present study were:

- 1) To initiate a study concerned with the current dating and rating practices of male and female college students on a selected college campus in the southern part of the United States.
- 2) To determine student attitudes concerning dating and rating preferences on a college campus by completion of a "Dating Preference Survey."
- 3) To consider the distinction and similarity of responses between the male and female sample as to what college students think determines an individual's popularity as a date.
- 4) To explore selected background factors of male and female college students.
- 5) To examine the responses of the sample concerning what most college students think determines an individual's popularity as a date in relation to the responses which indicate the individual's choice of a date and possible marriage partner.
- 6) To compare the findings of this sample with the findings of the sample studied by Blood (7) at the University of Michigan.

TECHNIQUES OF DATA ANALYSIS

The responses to the "Dating Preference Survey" by senior and freshman, male and female students were compiled and statistically analyzed to indicate the general trends of current dating and rating habits of college students. Student responses were categorized and analyzed appropriately to the purposes of the study.

Data relative to the personal background of the respondents were analyzed and included the ages of the respondents, size of hometown community, and religious preferences. The sorority or fraternity membership, age at which parents married, marital status of parents, and rating of marital adjustment of parents were also analyzed.

Chi-square values were calculated to determine significant differences in responses between the classification and sex of the respondents and the age at first single date and age at first double date. The same method of data analysis was used to investigate possible relationships between the sex and classification of the respondents and the following variables: number of times dated; present dating status; dating with peer approval; and dating with peer disapproval.

Chi-square values were also computed to determine possible differences in the response tendencies per item for

five groups of item characteristics according to the sex and classification of the respondents and the rating preferences for the categories of popular men and popular women. Possible differences in the response tendencies per item for groups of item characteristics according to the sex and classification of respondents regarding the characteristics looked for in a date and a possible marriage partner were determined by means of a chi-square analysis. Item characteristics for each grouping included the following:

- 1) personality characteristics
- 2) physical characteristics
- 3) sexual accessibility characteristics
- 4) sociability characteristics
- 5) status achievement characteristics

CHAPTER IV

P R E S E N T A T I O N O F D A T A W I T H A N A L Y S I S A N D D I S C U S S I O N

Data for the present study were obtained from a "Dating Preference Survey" completed by 691 freshman and senior, male and female, undergraduate students enrolled in Northeast Louisiana State College, Monroe, Louisiana, for the academic year 1968-1969. The "Dating Preference Survey" obtained opinions about current dating and rating attitudes of college students and revealed personal and family background information about individual students.

D A T I N G A N D R A T I N G P R E F E R E N C E S

Respondents in the study were asked to define a popular man and a popular woman on a college campus according to a list of 43 characteristics indicated in the "Dating Preference Survey." The same characteristics were rated according to how the respondents characterized a date and a prospective marriage partner. Each characteristic listed was rated in terms of very important, important, not important, and undesirable under the appropriate category. The four categories were "Popular Men," "Popular Women,"

"Your Date," and "Prospective Mate." The item characteristics were divided into five groups: personality characteristics, physical characteristics, sexual accessibility characteristics, sociability characteristics, and status achievement characteristics. Item characteristics are listed under the appropriate five groups of characteristics in Appendix C. The proceeding discussion follows appropriately under each group of characteristics and the respective categories for the four responding groups: freshman males, freshman females, senior males, and senior females. Individual characteristics are presented following each respective major group of characteristics.

Personality Characteristics

Seventeen item characteristics on the "Dating Preference Survey" were aimed at discovering the extent to which freshman and senior, male and female students placed importance on personality characteristics as factors influencing a person's popularity on campus and influencing date and mate selection. Data reporting the summary of responses for these 17 traits indicated personality characteristics were important determinants in all the categories considered. For these characteristics, males and females tended to respond in a similar manner, regardless of classification. A greater proportion of each of the responding groups rated

personality characteristics as being important for a popular man and a popular woman. Freshman and senior males reported these traits to be important for a date and very important for a prospective marriage partner. Similar responses to the male groups were recorded by senior females when considering a date and a mate. A different trend was noted for the freshman females in comparison to the other responding groups. More of the freshman females rated personality characteristics as being very important in date and mate selection and a smaller proportion reported a rating of important.

a) Popular Men. Rating responses for this category are summarized in Table I. A statistically significant chi-square was obtained in the comparison of senior females to freshman females; this difference is reflected in the fact that compared to freshman females, a smaller percentage of senior females, 37.2 per cent, rated personality characteristics as very important and a greater percentage of the senior females rated these characteristics as not important, 15.4 per cent. Statistical analysis failed to support a significant difference in responses between freshman males and senior males. Approximately 50 per cent of both freshman and senior males rated the personality characteristics for this category as important. The second largest rating

TABLE I
SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES
REGARDING THE RATING PREFERENCES FOR 17 PERSONALITY
CHARACTERISTICS FOR THE POPULAR MEN CATEGORY

Responses	Respondents							
	Freshman Males		Senior Males		Freshman Females		Senior Females	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Very important	1351	36.2	631	33.1	1928	43.4	575	37.2
Important	1794	48.0	944	49.5	2045	46.2	719	46.5
Not important	486	13.0	282	14.8	408	9.4	239	15.4
Undesirable	106	2.8	49	2.6	44	1.0	14	0.9
Total	3737	100.0	1906	100.0	4425	100.0	1547	100.0
	$\chi^2_3 = 7.2320, N. S.$				$\chi^2_3 = 52.3702, P < .001$			

for both of these groups was the response of very important, as can be seen from the fact that about one-third of the remaining respondents in both male groups gave this response.

b) Popular Women. The summary of responses for this category is given in Table II. The same general trend of responses can be seen in this category when comparing seniors to freshmen, regardless of sex. Whereas a predominant proportion of each group rated personality characteristics as important (from 44.4 per cent to 49.4 per cent), the differences between the various groups were caused by more seniors, as compared to freshmen, rating these characteristics as not important and fewer seniors rating these traits as very important.

c) Your Date. Data for this category are found in Table III. Senior males, 86.3 per cent, and freshman males, 86.7 per cent, emphasized personality characteristics as being from important to very important for a date. Senior females, 92.8 per cent, supported this rating. A different trend was noted for the freshman females. More of this group, 48.9 per cent, rated personality characteristics as very important in date selection, and a smaller proportion of freshman females, 44.7 per cent, gave the response of important.

TABLE II
SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES
REGARDING THE RATING PREFERENCES FOR 17 PERSONALITY
CHARACTERISTICS FOR THE POPULAR WOMEN CATEGORY

Responses	Respondents							
	Freshman Males		Senior Males		Freshman Females		Senior Females	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Very important	1483	38.7	630	33.2	1963	45.1	564	36.5
Important	1835	47.9	939	49.4	1932	44.4	724	46.8
Not important	423	11.1	285	15.0	413	9.5	243	15.7
Undesirable	89	2.3	46	2.4	43	1.0	16	1.0
Total	3830	100.0	1900	100.0	4351	100.0	1547	100.0
	$\chi^2_3 = 27.3867, P < .001$				$\chi^2_3 = 61.0904, P < .001$			

TABLE III
SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES
REGARDING THE RATING PREFERENCES FOR 17 PERSONALITY
CHARACTERISTICS FOR THE CATEGORY OF YOUR DATE

Responses	Respondents							
	Freshman Males		Senior Males		Freshman Females		Senior Females	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Very important	1500	39.0	654	33.9	2108	48.9	653	42.7
Important	1831	47.7	1014	52.4	1928	44.7	765	50.1
Not important	430	11.2	221	11.4	253	5.9	103	6.7
Undesirable	77	2.1	45	2.3	23	0.5	7	0.5
Total	3838	100.0	1934	100.0	4312	100.0	1528	100.0
	$\chi^2_3 = 16.0602, P < .01$				$\chi^2_3 = 17.5780, P < .001$			

d) Prospective Mate. Table IV presents data for this category. In each of the responding groups the predominant tendency was to rate personality characteristics as very important in the selection of a prospective mate. However, of the female groups, a larger percentage in each case (59.9 per cent and 63.5 per cent) gave a response of very important than did the corresponding male groups (53.7 per cent and 52.7 per cent). Approximately the same percentage of each group gave these characteristics an important rating, but more of the males gave a response of not important or undesirable than did the respective female groups.

Is considerate.--Examination of the responses regarding the rating of the personality characteristic "is considerate," indicated that an overwhelming majority of each of the responding groups felt considerateness to be a very important quality in an individual. This rating was supported by all groups in the four categories.

a) Popular Men. Of the responding groups, 52.1 per cent rated considerateness as being very important for a popular man on campus. The differences in responses for this category were caused by the fact that a greater proportion of senior males than the remaining groups reported this trait to be an important quality to possess, while

TABLE IV
SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING
THE RATING PREFERENCES FOR 17 PERSONALITY CHARACTERISTICS
FOR THE CATEGORY OF PROSPECTIVE DATE

Responses	Respondents							
	Freshman Males		Senior Males		Freshman Females		Senior Females	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Very important	2061	53.7	1021	52.7	2648	59.9	983	63.5
Important	1386	36.1	749	38.2	1589	36.0	506	32.7
Not important	293	7.6	110	5.6	157	3.6	52	3.4
Undesirable	99	2.6	56	3.5	24	0.5	6	0.4
Total	3839	100.0	1936	100.0	4418	100.0	1547	100.0
	$\chi^2_3=10.0296, P<.05$				$\chi^2_3=6.5811, N. S.$			

fewer senior males rated this characteristic as very important. ($\chi^2_9=25.97$, $P<.01$)

b) Popular Women. Both sexes, regardless of classification, agreed that considerateness contributes to a woman's popularity on campus. Fifty-three per cent of the responding groups indicated that considerateness was a very important trait for a popular woman. ($\chi^2_9=22.57$, $P<.01$)

c) Your Date. A greater proportion of females than males, regardless of classification, placed emphasis on considerateness for a date. Sixty per cent of the responding groups would desire a date to be considerate, rating this characteristic as very important. ($\chi^2_9=45.85$, $P<.001$)

d) Prospective Mate. When asked to indicate how important considerateness was in a prospective marriage partner, the predominant responses in all groups, 77 per cent, revealed a rating of very important. Both males and females, regardless of classification, desired a future spouse to be considerate. ($\chi^2_9=26.90$, $P<.01$)

Is pleasant and cheerful.--In each of the responding groups, the participating subjects reported it was very important for a person to be pleasant and cheerful. The predominant tendency was for these groups to place more

importance on this characteristic as the relationship considered becomes more serious.

a) Popular Men. The male groups tended to rate this trait from important to very important, whereas the female groups rated pleasantness and cheerfulness as being very important to important for a popular man. Forty-nine per cent of all the responding groups revealed a rating of very important in this category. ($\chi^2_9=30.63$, $P<.001$)

b) Popular Women. No statistical difference in responses was revealed in this category. The pattern of responses suggested by the four sample groups indicated that it was very important to important for a popular woman to be pleasant and cheerful. ($\chi^2_9=15.94$, N. S.)

c) Your Date. Fifty-five per cent of the responding groups indicated that pleasantness and cheerfulness were very important traits for a date to possess. However, an equal proportion of senior males and senior females rated this trait very important as did important. ($\chi^2_9=27.31$, $P<.01$)

d) Prospective Mate. Statistical analysis failed to support a significant difference in responses for this category. Sixty-seven per cent of all the groups felt that

pleasantness and cheerfulness were very important traits for a prospective marriage partner. ($\chi^2_9=15.82$, N.S.)

Is neat in appearance.--Evidence of dissimilarity of attitudes between the classes, regardless of sex, was revealed in the rating of the personality characteristic "is neat in appearance." The predominant tendency for freshmen was to rate this trait from very important to important, whereas the seniors tendency was to rate this trait from important to very important.

a) Popular Men. When asked to rate how important this quality was for a popular man, 53.1 per cent of the freshman males and females and 38.1 per cent of the corresponding seniors indicated neatness to be very important. Fifty per cent of the senior groups and 39 per cent of the freshman groups revealed this trait was important. ($\chi^2_9=30.58$, $P<.001$)

b) Popular Women. The responding groups were in agreement as 60.9 per cent reported it was very important for a woman to be neat in appearance in order to be popular on campus. A greater proportion of freshmen than seniors, regardless of sex, indicated a rating of very important. ($\chi^2_9=18.65$, $P<.05$)

c) Your Date. No statistical difference in responses among the groups was revealed for this category. The freshman groups, 53.7 per cent, indicated neatness was very

important for a date, while 43.4 per cent of the senior groups gave this rating. A greater proportion of the senior female respondents than freshman females disclosed that this characteristic was important in a date. ($\chi^2_9=15.10$, N. S.)

d) Prospective Mate. Statistical analysis failed to support a significant difference in responses among the four groups. Data revealed that respondents in each group desired a prospective marriage partner to be neat in appearance. The freshman groups, 60.3 per cent, and senior groups, 53.7 per cent, said this quality was very important. ($\chi^2_9=10.27$, N. S.)

Has a sense of humor.--The general feeling of the responding groups was that the personality characteristic "has a sense of humor," was from important to very important in all the categories considered. Approximately the same proportion of seniors and freshmen, regardless of sex, rated this quality very important.

a) Popular Men. No statistical difference in responses was found for this category. Fifty-one and one-half per cent of all the responding groups revealed it was important for a popular man on campus to have a sense of humor. ($\chi^2_9=13.96$, N. S.)

b) Popular Women. Statistical analysis failed to support a significant difference in responses. The pattern of

responses suggested in each of the responding groups revealed that a sense of humor was important for a popular woman.

($\chi^2_9=8.33$, N. S.)

c) Your Date. An approximately equal proportion of freshman males, freshman females, and senior females revealed that a sense of humor was an important to very important trait for a date to possess. A greater proportion of senior males, 63 per cent, than the remaining responding groups reported a rating of important. ($\chi^2_9=23.67$, $P<.01$)

d) Prospective Mate. Although freshman males and females agreed that a sense of humor was a very important trait for a future spouse, the senior groups failed to give support to this rating. Senior males revealed this trait was from important to very important, whereas senior females gave a rating of very important to important. ($\chi^2_9=24.96$, $P<.01$)

Is a good sport.--Data revealed that in each of the responding groups, the personality characteristic of "is a good sport" received a rating of important in all the categories considered. Only in the category of prospective mate was there pronounced differences in the responses between the male and female groups.

a) Popular Men. Responses in this category indicated that being a good sport was from important to very important

for a popular man. Forty-nine per cent of all the groups rated this trait as important. A greater proportion of males than females, regardless of classification, revealed a rating of important. ($\chi^2_9=24.91$, $P<.01$)

b) Popular Women. Fifty-three per cent of the responding groups advocated that being a good sport was important for a popular woman. A greater proportion of the freshman groups than senior groups supported a rating of important. This trait was reported as being not important by 12.9 per cent of the responding groups. ($\chi^2_9=17.56$, $P<.05$)

c) Your Date. Being a good sport was reported to be important by 54.9 per cent of all the groups. The second largest rating for the groups was the very important response encompassing 39.8 per cent of all respondents. The difference in responses was caused by the fact that an equal proportion of senior females rated having a sense of humor either important or very important. ($\chi^2_9=23.67$, $P<.01$)

d) Prospective Mate. A trend toward an inverse relationship was suggested between the responses of the freshman males and senior males in rating this characteristic in a future wife. Eighty-five per cent of the freshman males responded from important to very important, while 54 per cent of senior males indicated this trait either not important or

important. An approximately equal proportion of senior and freshman females rated this quality important and very important. ($\chi^2_9=24.96$, $P<.01$)

Has good sense, is intelligent.--Responses of the four groups to the personality characteristic "has good sense, is intelligent" gave evidence of dissimilarity of attitudes between the freshman and senior groups, regardless of sex. The predominant tendency was for freshmen to rate this trait from important to very important. Seniors revealed a predominant rating of important.

a) Popular Men. No statistical difference in responses was revealed in this category. Of the freshman groups, 81.5 per cent reported it was very important to important for a man to be intelligent to be popular on campus. Seventy-five per cent of both senior groups agreed. ($\chi^2_9=14.47$, N. S.)

b) Popular Women. Further evidence of difference in responses by classification was demonstrated in this category. Eighty per cent of the senior groups rated this trait from important to not important for popular women. Of the freshman groups, 76.9 per cent reported it was important to very important for a woman to have good sense and be intelligent in order to be popular on campus. ($\chi^2_9=24.65$, $P<.01$)

c) Your Date. Agreement between the classes was shown as a relatively equal proportion of the freshman and senior males and females revealed that having good sense was an important quality in a date. A similar pattern of responses was supported in all groups as 81.5 per cent indicated this trait to be from important to very important. ($\chi^2_9=38.77$, $P<.001$)

d) Prospective Mate. Freshman males dissented from the consensus of opinions as 55.3 per cent felt it was important to not important for a future wife to be intelligent. Ratings from senior males indicated that 47.4 per cent agreed with the freshman males. Sixty-six per cent of senior females and 71.2 per cent of the freshman females rated this quality as being very important for a future husband. ($\chi^2_9=45.23$, $P<.001$)

Be natural.--An overwhelming majority of each of the responding groups emphasized that being natural was an important to very important characteristic for a popular man or a popular woman on a college campus. The degree of importance placed on this trait increased with the quality of the relationship involved.

a) Popular Men. Responses in this category indicated that it was very important for a popular man to be natural, as revealed by 53.7 per cent of all groups. A greater

proportion of the females than males, regardless of classification, rated this trait very important. ($\chi^2_g=23.33$, $P<.01$)

b) Popular Women. Ninety-six per cent of the four groups reported it was from very important to important for a popular woman to be natural. An equal proportion of senior males rated this trait very important and important, whereas more senior females rated this trait very important. ($\chi^2_g=34.38$, $P<.001$)

c) Your Date. Approximately the same proportion of freshman males and females desired this quality in a date. The senior groups placed more emphasis on this characteristic for a date than did freshmen with 55.6 per cent of the seniors reporting it to be very important to be natural. ($\chi^2_g=21.53$, $P<.05$)

d) Prospective Mate. A rating of very important was reported by 74.4 per cent of the responding groups when considering a prospective mate. A greater proportion of females than males, regardless of classification, placed emphasis on this quality. ($\chi^2_g=30.60$, $P<.001$)

Is dependable.--When responses to the personality characteristic of "is dependable" were examined, differences were found within and between the sexes. Disagreement between the responding groups was noted in all the categories considered.

a) Popular Men. No statistical differences in responses among the groups was revealed for this category. A greater proportion of each of the responding groups suggested that a popular man on a college campus should be dependable. Senior females rated this quality from important to very important while the remaining groups agreed that dependability was very important for a popular man. ($\chi^2_9=13.82$, N. S.)

b) Popular Women. Although no statistical difference in responses was indicated, some evidence of dissimilarity of opinions between the classes in this category was noted. Forty-five per cent of freshman respondents and only 37 per cent of the senior groups rated this item very important. A greater proportion of seniors rated this trait important; whereas freshmen supported a rating of very important. ($\chi^2_9=12.98$, N. S.)

c) Your Date. Freshman females, 65.4 per cent, and senior females, 51.7 per cent, placed more emphasis on dependability in a date than did the male respondents, rating it from very important to important. Senior males, 57.8 per cent, and freshman males, 56.7 per cent, rated this characteristic from not important to important for a date. ($\chi^2_9=45.43$, $P<.001$)

d) Prospective Mate. A greater proportion of the responding groups, 74.9 per cent, agreed that dependability was a very important quality for a prospective mate to possess. This trait was considered important by 22 per cent of the remaining groups. ($\chi^2_9=22.32$, $P<.01$)

Thinks of things to do.--Examination of the responses suggested that males and females, regardless of classification, differed in attitudes toward the personality trait "thinks of things to do." The predominant tendency was for the female groups to rate this trait from important to very important; whereas the male tendency was to rate this quality from important to not important.

a) Popular Men. No statistical difference in responses was found in this category. The pattern of responses suggested by the four responding groups revealed it was from important to very important for a popular men to think of things to do. ($\chi^2_9=9.55$, N. S.)

b) Popular Women. Although statistical analysis failed to support a significant difference in responses, a similar pattern in responses was evident in all responding groups. Thinking of things to do was rated as being from important to not important for a popular woman. ($\chi^2_9=11.65$, N. S.)

c) Your Date. The male subjects did not feel it was as important for a date to think of things to do as did the female subjects. Of the male groups, 77.4 per cent of the freshmen and 84.2 per cent of the seniors rated this quality from not important to important. Inversely, 87.7 per cent of freshman females and 90.1 per cent of senior females revealed this quality was important to very important in a date. ($\chi^2_9=59.12$, $P<.001$)

d) Prospective Mate. Further evidence of variation between the sexes, regardless of classification, was demonstrated in this category. Seventy-eight per cent of senior males and 68.6 per cent of freshman males rated this characteristic as being from not important to important in a future wife. Of the female groups, 87.3 per cent of freshmen and 83.5 per cent of seniors said that being able to think of things to do was from important to very important for a prospective marriage partner. ($\chi^2_9=28.20$, $P<.001$)

Is a well-rounded person.--Responses to the personality characteristic of "is a well-rounded person" revealed that freshman females placed more importance on this characteristic than did the remaining responding groups. A greater proportion of all four groups rated this quality as being important in a person.

a) Popular Men. A greater proportion of the groups, 47.8 per cent, reported it was important for a popular man to be well-rounded. Freshman females placed more emphasis on this trait than did the remaining groups, rating it from very important to important. ($\chi^2_9=28.63$, $P<.001$)

b) Popular Women. A similar pattern of responses for each group was found in this category. Although freshman females indicated it was from very important to important for a popular woman to be a well-rounded person, 49 per cent of the remaining groups rated this trait important. ($\chi^2_9=33.17$, $P<.001$)

c) Your Date. In each of the responding groups the predominant tendency was to rate "being well-rounded" as an important characteristic for a date. Significant differences in the groups were evidenced by the fact that an approximately equal number of freshman females rated this trait either very important or important. ($\chi^2_9=34.18$, $P<.001$)

d) Prospective Mate. More of the female groups than the male groups indicated it was very important for a prospective marriage partner to be a well-rounded person. Of the female groups, 93.4 per cent of the seniors and 96.1 per cent of the freshmen rated this characteristic from very important to important for a prospective mate. Ninety-two

per cent of senior males and 92.9 per cent of freshman males felt this trait to be very important in a future wife.

($\chi^2_9=17.23$, $P<.05$)

Is honest, straight-forward.--Data revealed that for these groups, the personality characteristic "is honest, straight-forward" rated very important in all the categories considered. As the relationship considered becomes more serious more emphasis was placed on this quality.

a) Popular Men. Of the responding groups, 48.2 per cent, felt it was very important for a popular man to be honest, whereas a smaller percentage of the groups, 10.7 per cent, rated this trait not important. More freshman females than senior females considered honesty very important for a popular man. ($\chi^2_9=23.63$, $P<.01$)

b) Popular Women. A slight difference in responses was noted when the responding groups considered a popular woman. Only 46.9 per cent of the groups indicated it was very important for a popular girl to be honest and 11.3 per cent reported that integrity was not important. More of the senior groups than the freshman groups rated this trait important; fewer seniors than freshmen supported a rating of very important. ($\chi^2_9=27.37$, $P<.01$)

c) Your Date. A rating of very important took precedence when considering honesty and straight-forwardness for a date including 55.8 per cent of all the responding groups. Approximately the same proportion of both male groups and female groups felt this trait was very important. ($\chi^2_9=16.62$, N. S.)

d) Prospective Mate. When a prospective marriage partner was being considered, 78.9 per cent of the responding groups reported honesty as being very important. However, 18 per cent rated this trait as important. ($\chi^2_9=21.10$ P<.05)

Is well-poised.--The consensus of the responding groups indicated that being well-poised was an important personality characteristic. An overwhelming majority of the responding groups rated this trait from important to very important in each category.

a) Popular Men. No statistical differences in responses among the groups was noted for this category. Over one-half of all the groups, 57.3 per cent, indicated being well-poised was an important trait for a popular man. ($\chi^2_9=9.09$, N. S.)

b) Popular Women. Fifty-one per cent of all the respondents revealed that a popular woman must be well-poised.

An approximately equal proportion of senior males and females rated this trait either very important or important. The freshman groups agreed that being well-poised was important for a popular woman. ($\chi^2_9=21.29$, $P<.05$)

c) Your Date. According to 63.2 per cent of the responding groups, a well-poised date was important. An approximately equal proportion of senior females rated this trait from important to very important as rated it from important to not important. This trend was not evident for freshman groups, as the predominant responses in these groups were from important to very important. ($\chi^2_9=21.10$, $P<.05$)

d) Prospective Mate. Approximately 57 per cent of all the responding groups felt that it was important for a prospective marriage partner to be well-poised. A greater proportion of freshman males than any of the remaining groups said that being well-poised was more important for a prospective mate than for any other category considered. ($\chi^2_9=29.54$, $P<.001$)

Is an intelligent conversationalist.--An approximately equal proportion of all the responding groups considered being an intelligent conversationalist either from important to very important or from important to not important. Freshman females responded in a significantly different manner

than did freshman males, placing more emphasis on this characteristic in each category. The senior male and female groups tended to respond similarly.

a) Popular Men. According to 52.4 per cent of the responding groups, it was important for a popular man to be an intelligent conversationalist. A greater proportion of both female groups rated this trait from important to very important, and fewer of the females than males supported a rating of important to not important. ($\chi^2_9=19.61$, $P<.05$)

b) Popular Women. Fifty-one and one-half per cent of the responding groups indicated it was important for a popular woman to be an intelligent conversationalist. An equal proportion of senior males and senior females rated this trait from important to very important. More freshman females than freshman males rated this characteristic important. ($\chi^2_9=22.86$, $P<.01$)

c) Your Date. Seniors placed more emphasis on a date being an intelligent conversationalist than did freshmen, regardless of sex. This difference was noted by the fact that an approximately equal proportion of freshmen rated this trait either from important to very important or from important to not important. ($\chi^2_9=34.46$, $P<.001$)

d) Prospective Mate. A greater proportion, 85.9 per cent, of senior males considered being an intelligent conversationalist was important to very important for a future spouse. In contrast, senior females, 93.5 per cent, rated this trait from very important to important. Both freshman groups indicated it was from important to very important for a future mate to possess this quality. Data for this trait are reported in Table V. ($\chi^2_9=35.64$, $P<.001$)

Is emotionally mature.--When responses to the personality characteristic, emotionally mature, were examined, considerable differences were found between the two classes. Data revealed that for this group freshmen placed more emphasis on emotional maturity than did seniors, regardless of sex.

a) Popular Men. According to 92.6 per cent of both freshman groups and 36.5 per cent of both senior groups, emotional maturity was very important for a popular man. Of the senior groups, 48.8 per cent indicated that this characteristic was important for a popular man. ($\chi^2_9=35.63$, $P<.001$)

b) Popular Women. Over 58 per cent of senior males supported a rating of important to not important for this trait in a popular woman, whereas senior females rated emotional maturity as being from important to not important for

TABLE V
 RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING THE
 RATING PREFERENCES FOR THE CHARACTERISTIC "IS AN INTELLIGENT
 CONVERSATIONALIST" FOR THE CATEGORY PROSPECTIVE MATE

Responses	Respondents							
	Freshman Males		Senior Males		Freshman Females		Senior Females	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Very important	69	30.5	43	37.7	88	34.0	45	49.5
Important	111	49.1	55	48.2	155	60.0	40	44.0
Not important	40	17.8	12	10.6	15	5.3	6	6.5
Undesirable	6	2.6	4	3.5	2	0.7	0	0.0
Total	226	100.0	114	100.0	260	100.0	91	100.0
$\chi^2_9 = 35.64, P < .001$								

a popular woman. Freshman males and females placed emphasis on this trait in this category, rating it from very important to important. ($\chi^2_g=52.54$, $P<.001$)

c) Your Date. No statistical difference in responses was recorded in this category. The pattern of responses suggested by both freshman and senior groups revealed it was very important for a date to be emotionally mature. Senior females, 52.7 per cent, rated emotional maturity very important in a date; in contrast, 38.6 per cent of senior males reported this trait very important. ($\chi^2_g=14.91$, N. S.)

d) Prospective Mate. Statistical analysis failed to support a significant difference in responses for this category. A majority, 74.8 per cent, of the responding groups reported that emotional maturity was a very important characteristic for a prospective mate. ($\chi^2_g=16.38$, N. S.)

Is a good listener.--Responses for this characteristic revealed that the degree of importance placed on being a good listener varied with the categories considered. A greater proportion of females than males, regardless of classification, rated this trait from important to very important in each instance.

a) Popular Men. No statistical difference in responses was noted for this category. The pattern of responses

suggested by 71.5 per cent of the responding groups indicated that it was from important to very important for a popular man to be a good listener. ($\chi^2_9=13.40$, N. S.)

b) Popular Women. Responses of 65.4 per cent of the four groups pointed out that being a good listener was from important to very important for a popular woman. An equal proportion of freshman females rated this trait either important or very important. A greater proportion of senior females and freshman females than the corresponding male groups rated being a good listener very important. ($\chi^2_9=31.15$, $P<.001$)

c) Your Date. Eighty-seven per cent of all the responding groups indicated that it was from important to very important for a date to be a good listener. A greater proportion of freshman females than freshman males disclosed that this trait was very important for a date. The remaining responding groups reported this trait was from important to very important in a date. ($\chi^2_9=29.71$, $P<.001$)

d) Prospective Mate. A rating of very important to important was given "being a good listener" by the responding groups for this category. An inverse relationship between the attitudes of the male and female groups, regardless of classification, was suggested, as a greater proportion of the males rated this trait as being important to very important

for a prospective wife. The majority of the female groups indicated this trait was from very important to important in a husband. ($\chi^2_9=45.38$, $P<.001$)

Is affectionate.--Data regarding the degree of importance placed on being affectionate pointed out that for these groups, males considered it was more important for females to be affectionate than for males. The predominant tendency for the male groups, regardless of classification, was to rate this trait from important to very important.

a) Popular Men. An approximately equal proportion of each responding group, 24 per cent, indicated that being affectionate was either very important or not important for a man to be popular on campus. The predominant trend was for 50 per cent of all the groups to rate this trait as being important. ($\chi^2_9=19.59$, $P<.05$)

b) Popular Women. When rating this trait, freshman males and females agreed that affection was an important to very important characteristic for a popular woman. Conversely, senior females, 75.8 per cent, indicated that it was from important to not important for a popular woman to be affectionate, while senior males, 73.7 per cent, supported a rating of important to very important for this trait. ($\chi^2_9=24.62$, $P<.01$)

c) Your Date. The same pattern of responses was recorded in this category among the senior groups when considering the characteristic "is affectionate" in a date. A rating of important to very important was given by 82.4 per cent of the senior males and by 68.1 per cent of the senior females. Freshman males and females considered this trait as being from important to very important. ($\chi^2_9=36.42$, $P<.01$).

d) Prospective Mate. No statistical differences in responses were found among the groups for this category. The responding groups were in agreement as 60.6 per cent revealed that affection was very important from a prospective marriage partner. ($\chi^2_9=16.20$, N. S.)

Is willing to hear his date's side of a discussion.--

Although a greater proportion of each of the groups advocated that it was important for a person to be willing to hear his date's side of a discussion, freshman females felt this trait to be very important. No consistent pattern of responses was revealed between the male and female groups.

a) Popular Men. Forty-eight per cent of the female groups reported it was very important for a popular man to be willing to hear his date's side of a discussion. Fifty-two per cent of both male groups rated this trait as being very important for a popular man. ($\chi^2_9=17.22$, $P<.05$)

b) Popular Women. Responses in this category indicated that willingness to hear his date's side of a discussion claimed importance by 48.8 per cent of all responding groups. A different trend was noted for freshman females. More of the freshman females rated this trait very important and a smaller percentage gave a response of important. ($\chi^2_9=23.99$, $P<.01$)

c) Your Date. Dissimilarity of responses between the sexes, regardless of classification, was noted in the rating of this trait for a date. A very important rating was indicated by 53.6 per cent of both female groups. Only 41.2 per cent of both male groups felt it was very important for a date to be willing to hear the other person's side of a discussion with a greater proportion of males rating this trait important. ($\chi^2_9=25.10$, $P<.01$)

d) Prospective Mate. Examination of the responses disclosed that an approximately equal proportion of male and female respondents, regardless of classification, reported it was very important for a prospective mate to be willing to hear his date's side of a discussion. Sixty per cent of all the responding groups rated this trait as being very important. ($\chi^2_9=23.16$, $P<.01$)

Physical Characteristics

Respondents in the study indicated rating preferences for three physical characteristics included in the "Dating Preference Survey." Data revealing the summary of response ratings for physical characteristics gave evidence that these traits were important in all the categories considered. Both male and female groups supported similar ratings in revealing physical characteristics as being important for a popular person. More freshman males than senior males reported these traits were very important for campus popularity; conversely, more senior females than freshman females supported a very important rating for popularity on campus. When considering a date or prospective marriage partner, males responded in a significantly different manner than did females, regardless of classification. The predominant tendency for the male groups was to rate these traits as being from important to very important, whereas the corresponding female groups tended to rate these characteristics from important to not important.

a) Popular Men. Table VI presents data for this category. In each of the responding groups the predominant tendency was to rate physical characteristics as being important for the popular men category. However, of the senior groups, a larger percentage in each case (48.4 per cent and 44.5 per cent) gave a response of important than did the

TABLE VI
SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES
REGARDING THE RATING PREFERENCES FOR THREE PHYSICAL
CHARACTERISTICS FOR THE POPULAR MEN CATEGORY

Responses	Respondents							
	Freshman Males		Senior Males		Freshman Females		Senior Females	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Very important	225	33.2	81	23.4	239	30.6	84	30.8
Important	282	41.6	154	44.5	341	43.7	132	48.4
Not important	160	23.6	99	28.6	189	24.2	57	20.8
Undesirable	11	1.6	12	3.5	11	1.5	0	0.0
Total	678	100.0	346	100.0	780	100.0	273	100.0
	$\chi^2_3=13.5335, P<.01$				$\chi^2_3=5.7898, N. S.$			

freshman groups (41.6 per cent and 43.7 per cent). The differences between the male groups were caused by more freshmen as compared to seniors rating these traits as very important and fewer freshmen rating physical characteristics as not important. Although no statistically significant differences in responses were found between the female groups, a greater proportion of these groups rated these traits important. More freshman females than senior females indicated that physical characteristics were not important for popular men.

b) Popular Women. Responses for this category are presented in Table VII. Although no statistically significant difference in responses was found between the female groups, approximately the same proportion of both freshman and senior females (42.6 per cent and 41.0 per cent) rated physical characteristics as being important for the popular women category. The second largest rating for both of these groups was the very important response, as could be seen from the fact that 37.9 per cent of the freshman females and 40.3 per cent of the senior females gave this response. A statistically significant chi-square was obtained in the comparison of senior males to freshman males; this difference was noted in the fact that compared to senior males, a greater proportion of freshman males, 44.5 per cent, rated physical

TABLE VII
SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES
REGARDING THE RATING PREFERENCES FOR THREE PHYSICAL
CHARACTERISTICS FOR THE POPULAR WOMEN CATEGORY

Responses	Respondents							
	Freshman Males		Senior Males		Freshman Females		Senior Females	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Very important	302	44.5	123	35.5	296	37.9	110	40.3
Important	289	42.6	150	43.4	325	41.6	112	41.0
Not important	80	11.9	62	18.0	152	19.5	51	18.7
Undesirable	7	1.0	11	3.1	8	1.0	0	0.0
Total	678	100.0	346	100.0	781	100.0	273	100.0
	$\chi^2_3 = 16.6852, P < .001$				$\chi^2_3 = 3.1776, N. S.$			

characteristics as very important and a smaller percentage of the freshmen, 11.9 per cent, rated these traits as not important.

c) Your Date. The summary of response ratings for this category are found in Table VIII. When rating physical characteristics for a date the same general trend can be seen in the comparison of seniors to freshmen, regardless of sex. Whereas a predominant proportion of each group rated these characteristics as important for a date (from 47.4 per cent to 58.5 per cent), the differences between the responding groups were caused by more seniors, as compared to freshmen, rating these traits as not important and fewer seniors rating physical traits as very important. However, in each of the female groups, regardless of classification, a larger percentage in each case (28.7 per cent and 37.7 per cent) gave a response of not important than did the corresponding male groups (11.3 per cent and 17.5 per cent).

d) Prospective Mate. Data for this category are reported in Table IX. A similar pattern of responses for physical characteristics was reflected for the category of prospective mate when comparing seniors to freshmen, regardless of sex. Although an outstanding proportion of each group rated these traits as important (from 43.2 per cent to 51.2 per cent), the differences between the responding groups

TABLE VIII
SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES
REGARDING THE RATING PREFERENCES FOR THREE PHYSICAL
CHARACTERISTICS FOR THE CATEGORY OF YOUR DATE

Responses	Respondents							
	Freshman Males		Senior Males		Freshman Females		Senior Females	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Very important	270	39.8	82	24.0	177	22.7	38	13.9
Important	327	48.2	200	58.5	370	47.4	132	48.4
Not important	76	11.3	60	17.5	224	28.7	103	37.7
Undesirable	5	0.7	0	0.0	9	1.2	0	0.0
Total	678	100.0	342	100.0	780	100.0	273	100.0
	$\chi^2_3 = 30.5260, P < .001$				$\chi^2_3 = 16.0948, P < .01$			

TABLE IX
SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING
THE RATING PREFERENCES FOR THREE PHYSICAL CHARACTERISTICS
FOR THE CATEGORY OF PROSPECTIVE MATE

Responses	Respondents							
	Freshman Males		Senior Males		Freshman Females		Senior Females	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Very important	288	42.5	102	29.8	193	24.7	41	15.0
Important	293	43.2	175	51.2	337	43.2	122	44.7
Not important	86	12.7	65	19.0	239	30.6	110	40.3
Undesirable	11	1.6	0	0.0	11	1.5	0	0.0
Total	678	100.0	342	100.0	780	100.0	273	100.0
	$\chi^2_3 = 24.3386, P < .001$				$\chi^2_3 = 18.2422, P < .001$			

were caused by more seniors, as compared to freshmen, rating these traits not important and fewer seniors rating these characteristics as very important. A similar trend was noted between the male and female groups. More of each of the female groups (30.6 per cent and 40.3 per cent) rated physical characteristics as not important in mate selection than did the corresponding male groups (12.7 per cent and 19.0 per cent). An approximately equal proportion of freshman males rated these traits important as did very important.

Is appropriately dressed.--Although no statistically significant difference was demonstrated between the responses for all categories, being appropriately dressed claimed importance by all the groups. The predominant trend for each of the responding groups was to rate the characteristic, "is appropriately dressed," as being important to very important for a popular student on campus. Ninety-one per cent of all the responding groups indicated appropriate dress was from important to very important for a date and a prospective marriage partner. (Popular Men, $X^2_9=12.50$, N. S.; Popular Women, $X^2_9=10.68$, N. S.; Your Date $X^2_9=15.90$, N. S.; Prospective Mate, $X^2_9=12.20$, N. S.)

Is good-looking, attractive.--For the characteristic of physical attractiveness, males responded in a significantly different manner than did females, regardless of classification.

The predominant tendency for the male groups was to rate this trait as being important to very important, whereas the females tendency was to rate this characteristic as being important to not important.

a) Popular Men. No statistical difference in responses was noted in this category. The pattern of responses of all the responding groups suggested that it was from important to not important for a popular man to be good looking. ($\chi^2_9=10.73$, N. S.)

b) Popular Women. Responses in this category indicated that physical attractiveness was an important to very important characteristic for a popular woman. A proportionately greater number of males than females, regardless of classification, rated this trait very important. ($\chi^2_9=17.33$, $P<.05$)

c) Your Date. Responses for both male groups revealed that being physically attractive was an important to very important characteristic desired in a date. Although both female groups rated this trait from important to not important in date selection, a greater proportion of freshman females, 66.6 per cent, than senior females rated physical attractiveness as being from important to very important. Data for this category are reported in Table X. ($\chi^2_9=105.06$, $P<.001$)

TABLE X
 RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING THE
 RATING PREFERENCES FOR THE CHARACTERISTIC "IS GOOD-LOOKING,
 ATTRACTIVE" FOR THE CATEGORY OF YOUR DATE

Responses	Respondents							
	Freshman Males		Senior Males		Freshman Females		Senior Females	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Very important	98	43.0	24	21.1	41	15.8	5	5.5
Important	100	44.1	67	59.0	132	50.8	40	43.9
Not important	28	12.4	22	19.0	85	32.6	46	50.6
Undesirable	0	0.0	1	0.9	2	0.8	0	0.0
Total	226	100.0	114	100.0	260	100.0	91	100.0
	$\chi^2_9=105.06, P<.001$							

d) Prospective Mate. When asked to indicate how important physical attractiveness was when considering a future spouse, both female groups rated this trait from important to not important. A greater proportion of the senior females than freshman females indicated that this characteristic was from not important to important. Freshman females, 81.9 per cent, reported this trait was from important to not important in a mate. Seventy-seven per cent of the senior males and 84.5 per cent of the freshman males rated attractiveness as being important to very important for a future wife. ($\chi^2_9=99.98$, $P<.001$)

Has a good physique or figure.--When responses to the characteristic, "has a good physique or figure" were examined, significant differences in the attitudes of the males and females were found, regardless of classification. The outstanding pattern for the male groups was to rate this trait as being important to very important, whereas the females tended to rate this quality as important to not important.

a) Popular Men. No statistically significant differences in responses were found among the four groups. The predominant trend for the male groups and female groups was to rate having a good physique as being from important to not important for a popular man. ($\chi^2_9=7.80$, N. S.)

b) Popular Women. Further evidence of more agreement than disagreement between the male and female groups was noted. Although a greater proportion of the responding groups, 77.5 per cent, indicated it was from important to very important for a popular woman to have a good figure, freshman females as compared to the remaining groups tended to rate this quality from important to not important. ($\chi^2_9=26.73$, $P<.01$)

c) Your Date. A rating of important to very important took precedence by 84 per cent of both male groups when considering this characteristic in a date. In contrast, freshman and senior females, 88.9 per cent, advocated it was from not important to important for a date to have a good physique. ($\chi^2_9=133.64$, $P<.001$)

d) Prospective Mate. Data in this category revealed that males and females responded in a significantly different manner, regardless of classification. Of both male groups, 80.9 per cent rated "has a good figure" as being from important to very important in a prospective marriage partner. The female groups, 85.8 per cent, placed less emphasis on a future spouse having a good physique, rating this trait from not important to important. ($\chi^2_9=113.71$, $P<.001$)

Sexual Accessibility Characteristics

Responses to five item characteristics revealed the extent to which respondents placed importance on sexual accessibility when defining a popular student on campus and characterizing a date or prospective mate. The summary of response ratings for these traits indicated that, regardless of classification, males and females tended to respond in a similar manner when rating these characteristics for a popular person on campus. A greater proportion of each of the responding groups indicated it was not important for a popular person to possess sexual accessibility characteristics. The second largest rating for all the responding groups was a response of important.

A different trend was found when rating these traits for a date. When comparing seniors to freshmen, regardless of sex, more seniors than freshmen rated sexual accessibility characteristics as being not important for a date and fewer seniors than freshmen rated these traits as important. More of the female groups in comparison to the male groups rated these traits undesirable and fewer of the females gave a very important response. When considering sexual accessibility traits for a prospective mate, a shift in emphasis was noted primarily for the senior male and female groups. Senior males in contrast to freshman males tended to rate these traits as

being very important for a mate and fewer seniors than freshmen gave a response of not important. Although both female groups supported similar responses for the prospective mate category, more senior females than freshman females revealed these traits as being very important and fewer seniors gave a rating of undesirable.

a) Popular Men. A summary of responses for this category are reported in Table XI. The predominant trend for the female groups was to rate sexual accessibility characteristics as being not important for a popular man (39.2 per cent and 44.8 per cent). The second largest rating for both of these groups was the important response in that one-fourth of the remaining respondents in both female groups gave this response. However, of the female groups a larger percentage in each case (19.5 per cent and 15.6 per cent) gave the response of undesirable than did the corresponding male groups (7.4 per cent and 8.6 per cent). Statistically significant differences in responses were evidenced when comparing senior males and freshman males by the fact that, compared to freshman males, a greater proportion of senior males, 53.2 per cent, rated sexual accessibility traits as being not important for male popularity and a smaller proportion of the seniors rated these traits as very important, 16.8 per cent.

b) Popular Women. Data for this category are reported in Table XII. Males and females tended to respond in a

TABLE XI
SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING
THE RATING PREFERENCES FOR FIVE SEXUAL ACCESSIBILITY
CHARACTERISTICS FOR THE POPULAR MEN CATEGORY

Responses	Respondents							
	Freshman Males		Senior Males		Freshman Females		Senior Females	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Very important	221	20.0	92	16.8	204	15.7	69	15.2
Important	354	32.0	117	21.4	333	25.6	111	24.4
Not important	449	40.6	291	53.2	509	39.2	204	44.8
Undesirable	81	7.4	47	8.6	254	19.5	71	15.6
Total	1105	100.0	547	100.0	1300	100.0	455	100.0
	$\chi^2_3 = 30.1490, P < .001$				$\chi^2_3 = 5.7519, N. S.$			

TABLE XII
SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING
THE RATING PREFERENCES FOR FIVE SEXUAL ACCESSIBILITY
CHARACTERISTICS FOR THE POPULAR WOMEN CATEGORY

Responses	Respondents							
	Freshman Males		Senior Males		Freshman Females		Senior Females	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Very important	215	19.0	90	15.8	208	16.0	74	16.3
Important	382	33.8	171	30.0	344	26.5	132	29.1
Not important	426	37.7	243	42.6	476	36.7	162	35.7
Undesirable	107	9.5	66	11.6	272	20.8	86	18.9
Total	1130	100.0	570	100.0	1300	100.0	454	100.0
	$\chi^2_3=7.8979, P<.05$				$\chi^2_3=1.5915, N. S.$			

different manner, regardless of classification. When comparing the responses of the freshman males to senior males, differences were noted in the degree of importance placed on sexual accessibility characteristics for this category. Compared to freshman males, a larger percentage of senior males gave a response of not important or undesirable and a smaller percentage reported a response of very important. The predominant tendency for both the freshman and senior females was to rate sexual accessibility traits for this category as being not important (36.7 per cent and 35.7 per cent). A greater proportion of senior females, 29.1 per cent, than freshman females, 26.5 per cent, rated these traits as being important.

c) Your Date. Table XIII presents the summary of response ratings for this category. A shift in emphasis was found in each of the responding groups when rating sexual accessibility characteristics for a date. Males and females responded in a significantly different manner, regardless of classification. Senior females, 45.3 per cent, and freshman females, 36.8 per cent, indicated sexual accessibility traits were not important for a date. The differences between the female groups were evidenced by a greater percentage of freshman females, 21.8 per cent, than senior females, 15.8 per cent, rating these traits important. A different trend was noted for the male groups as reflected by the fact that compared to

TABLE XIII
SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING
THE RATING PREFERENCES FOR FIVE SEXUAL ACCESSIBILITY
CHARACTERISTICS FOR THE CATEGORY OF YOUR DATE

Responses	Respondents							
	Freshman Males		Senior Males		Freshman Females		Senior Females	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Very important	269	26.6	110	19.3	214	16.4	76	16.7
Important	345	34.2	169	29.6	283	21.8	72	15.8
Not important	316	31.3	228	40.0	479	36.8	206	45.3
Undesirable	80	7.9	63	11.1	326	25.0	101	22.2
Total	1010	100.0	570	100.0	1302	100.0	455	100.0
	$\chi^2_3 = 22.4327, P < .001$				$\chi^2_3 = 13.1916, P < .005$			

freshman males, a smaller percentage of senior males, 19.3 per cent, rated sexual accessibility traits as being very important and a larger percentage of seniors rated these characteristics as undesirable, 11.1 per cent. A greater proportion of freshman males, 34.2 per cent, than senior males rated these traits important, whereas a greater proportion of senior males, 40.0 per cent, tended to rate these traits as being not important. The differences between the various groups were caused by more females, as compared to males, rating sexual accessibility traits as undesirable and fewer females rating these traits as very important.

d) Prospective Mate. Response ratings for this category are found in Table XIV. When rating sexual accessibility characteristics for a prospective marriage partner, males and females responded in a different manner, regardless of classification. Although statistical analysis failed to support a significant difference in responses between the male groups, slightly more senior males as compared to freshman males rated sexual accessibility traits as being very important for the prospective mate category and fewer seniors, 29.7 per cent, than freshmen, 33.9 per cent, supported a rating of not important. A statistically significant chi-square was obtained in the comparison of senior females to freshman females; this difference was revealed in the fact that compared to freshman

TABLE XIV
SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING
THE RATING PREFERENCES FOR FIVE SEXUAL ACCESSIBILITY CHARACTERISTICS
FOR THE CATEGORY OF PROSPECTIVE MATE

Responses	Respondents							
	Freshman Males		Senior Males		Freshman Females		Senior Females	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Very important	328	28.2	172	30.0	306	23.7	109	24.0
Important	288	24.7	147	25.7	276	21.3	97	21.3
Not important	395	33.9	170	29.7	449	34.6	181	39.8
Undesirable	153	13.2	83	14.6	265	20.4	68	14.9
Total	1164	100.0	572	100.0	1296	100.0	455	100.0
	$\chi^2_3=3.2351$, N. S.				$\chi^2_3=7.8457$, $P<.05$			

females, 20.4 per cent, a smaller percentage of senior females, 14.9 per cent, rated sexual accessibility characteristics as undesirable and a greater percentage of seniors rated these traits as not important.

Doesn't have a reputation for petting.--An approximately equal proportion of each responding group was found in each response rating for the characteristic "doesn't have a reputation for petting." The predominant tendency for the responding groups was to rate this trait either from important to very important or from important to not important. The investigator recognizes that placing the statement of this characteristic in the negative could influence the quality of the responses.

a) Popular Men. A greater proportion of each responding group, 41.2 per cent, indicated that a reputation for petting was not important in determining if a man were to be popular on campus. A smaller percentage of the four groups, 20 per cent, reported it was very important for a popular man not to have a reputation for petting. ($\chi^2_9=47.48$, $P<.001$)

b) Popular Women. Of the groups, 57.4 per cent revealed that it was from important to very important for a popular woman to avoid a reputation for petting. A rating of not important was given by 33.1 per cent of all the responding groups for this category. Approximately the same proportion

of both female groups indicated a rating of either very important or not important for this trait. ($\chi^2_9=38.95$, $P<.001$)

c) Your Date. Both male groups, 88.1 per cent, emphasized that a reputation for petting was not a determining factor in date selection. A difference in responses was found for the female groups in comparison to the male groups. The female groups expressed that it was very important for a date not to have a reputation for petting. ($\chi^2_9=65.89$, $P<.001$)

d) Prospective Mate. In agreement were 67.3 per cent of all the responding groups placing a very important to important emphasis on the fact that a prospective marriage partner should not have a reputation for petting. A smaller percentage, 26 per cent, of the groups rated this trait as not important. However, a greater proportion of both female groups, than the corresponding male groups, rated this trait not important, and fewer females rated it important. ($\chi^2_9=24.43$, $P<.01$)

Doesn't have a reputation for necking.--Further evidence of a similar pattern between the responses of the groups was seen in the degree of importance placed on a reputation for necking. A greater proportion of females than males, regardless of classification, rated this trait very important. The

investigator reiterates that placing the statement of this characteristic in the negative could influence the quality of responses.

a) Popular Men. A rating of not important to important was indicated by each of the responding groups when considering this trait. A greater proportion of the male groups than female groups gave a rating of not important, and fewer males rated this trait as being important. ($\chi^2_9=60.81$, $P<.001$)

b) Popular Women. The pattern of responses of each responding group demonstrated similar attitudes when rating a popular woman. In each instance a slightly higher proportion of the female groups than the male groups felt that it was very important for a person to avoid a reputation for necking if desiring to be a popular woman on campus. ($\chi^2_9=34.69$, $P<.001$)

c) Your Date. Seventy per cent of all the responding groups reported it was from not important to important if a date had a reputation for necking. The majority of both male groups supported this attitude. The female groups tended to rate this trait not important. ($\chi^2_9=50.77$, $P<.001$)

d) Prospective Mate. No statistical difference in responses was noted for this category. When considering a

prospective marriage partner, each group was approximately equally divided in the amount of importance given a reputation for necking. One-third of all the groups reported considerable importance on avoiding a reputation for necking; conversely, one-third said it was not important. ($\chi^2_g=7.54$, N. S.)

Is willing to neck on occasion.--Variation between the responses of both male and female groups was evident when asked if being willing to neck encouraged acceptance by the opposite sex. Males responded in a significantly different manner than did females, regardless of classification. The predominant tendency for the males was to rate this trait from important to not important, whereas the females tendency was to rate this characteristic from not important to undesirable.

a) Popular Men. Although 68.2 per cent of freshman males said it was from important to not important that a popular man be willing to neck on occasion, an approximately equal proportion was to be found rating this trait from important to very important. Seventy-nine per cent of senior males felt this trait was from not important to important for campus popularity. An approximately equal proportion of senior females and freshman females indicated that engaging

in necking was either from important to very important or from not important to undesirable in order for a male to be popular. ($\chi^2_9=44.20$, $P<.001$)

b) Popular Women. Sixty-nine per cent of the freshman males reported it was from important to not important for a popular woman to be willing to neck. Seventy-eight per cent of the senior males agreed. In contrast with the male groups approximately one-half of the female groups indicated this trait as being from not important to undesirable for campus popularity. ($\chi^2_9=61.75$, $P<.001$)

c) Your Date. A shift in attitudes was noted among the male groups in considering this characteristic for a date. A greater proportion of the freshman males than senior males revealed that willingness to neck was an important to very important characteristic in date selection. An equal proportion of senior males rated this trait either important to very important or from important to not important. ($\chi^2_9=140.76$, $P<.001$)

d) Prospective Mate. Of the freshman males, 68.6 per cent, advocated that it was from very important to important that a future spouse be willing to neck on occasion. However, more senior males than freshman males rated this trait as being important to very important. Sixty per cent of the freshman females and 52.7 per cent of senior females reported

a rating of not important to undesirable for this trait when considering a prospective mate. ($\chi^2_9=57.24$, $P<.001$)

Is willing to pet on occasion.--Further evidence of dissimilar responses between the male and female groups was demonstrated when asked how important petting is in heterosexual relationships. The predominant pattern of responses was for males to rate this trait from important to not important and for females to rate this characteristic from not important to undesirable.

a) Popular Men. The freshman male respondents, 73.5 per cent, indicated that it was from not important to important that a male be willing to pet to be popular on campus. Seventy-seven per cent of senior males and 69.2 per cent of senior females agreed. Seventy per cent of freshman females and 62.6 per cent of senior females reported that petting was not important to undesirable for a popular man. ($\chi^2_9=42.51$, $P<.001$)

b) Popular Women. Approximately the same proportion of each responding group replied similarly when rating this trait for a popular woman as did for a popular man. Fifteen per cent of all the groups reported it undesirable for a popular woman on campus to be willing to pet on occasion. ($\chi^2_9=46.37$, $P<.001$)

c) Your Date. When considering this characteristic in a date, 79.1 per cent of freshman females and 87.9 per cent of senior females indicated that it was from not important to undesirable for a date to be willing to pet on occasion. Approximately 70 per cent of both male groups revealed that willingness to pet was from not important to important in date selection. Data for this category are illustrated in Table XV. ($\chi^2_9=128.91$, $P<.001$)

d) Prospective Mate. Both male groups and senior females advocated that it was from not important to important for a prospective marriage partner to be willing to pet on occasion. Conversely, 68.8 per cent of freshman females reported that this trait was from not important to undesirable in a future mate. ($\chi^2_9=36.81$, $P<.001$)

Is willing to have sex relations.--Data revealed that in each of the responding groups, willingness to engage in sexual relations was rated as being not important to undesirable for a male or a female. As the relationship considered becomes more serious, less importance was placed on this characteristic.

a) Popular Men. Although 68.1 per cent of the responding groups revealed that it was not important to undesirable for a popular man to be willing to have sex relations, 14 per

TABLE XV
 RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING
 THE RATING PREFERENCES FOR THE CHARACTERISTIC "IS WILLING
 TO PET ON OCCASION" FOR THE CATEGORY OF YOUR DATE

Responses	Respondents							
	Freshman Males		Senior Males		Freshman Females		Senior Females	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Very important	50	22.2	24	21.2	10	4.0	2	2.1
Important	77	34.0	41	35.9	44	16.9	9	10.0
Not important	81	35.8	38	33.3	127	48.8	53	58.4
Undesirable	18	8.0	11	9.6	79	30.3	27	29.5
Total	226	100.0	114	100.0	260	100.0	91	100.0
$\chi^2_9 = 128.91, P < .001$								

cent rated this trait as being very important. However, a greater proportion of freshman males than the remaining groups felt this trait was important to very important for a popular man. ($\chi^2_9=149.97$, $P<.001$)

b) Popular Women. Twelve per cent of all the responding groups reported it was very important for a popular woman to be willing to have sex relations, while 35.2 per cent of all responding groups indicated it was undesirable. A greater proportion of females than males, regardless of classification, rated this trait undesirable. ($\chi^2_9=137.69$, $P<.001$)

c) Your Date. In contrast with previously discussed characteristics regarding sexual accessibility was the fact that 91.7 per cent of both female groups and 63.2 per cent of senior males agreed that being willing to have sex relations was rated from not important to undesirable for a date. Of significance is the fact that 59 per cent of freshman males revealed it was from not important to important for a date to be willing to have sex relations. ($\chi^2_9=251.23$, $P<.001$)

d) Prospective Mate. An approximately equal proportion, 70 per cent, of freshman females and senior females disclosed that it was from undesirable to not important for a prospective marriage partner to be willing to have sex relations.

Approximately 60 per cent of both male groups reported the same response. Although 44.8 per cent of all the responding groups reported this trait undesirable, 22.6 per cent revealed that it was very important for a prospective marriage partner to be willing to engage in sex relations.

($\chi^2_9=59.35$, $P<.001$)

Sociability Characteristics

Respondents indicated rating preferences for 11 sociability characteristics which sought to explore the extent to which importance was placed on these traits in relation to campus popularity, dating, and mate selection. Data for these characteristics suggested that sociability traits were important for a popular man or popular woman on campus and from not important to important in dating and mate selection. Freshman and senior males, and freshman females agreed that sociability traits were from important to not important for a man or a woman to be popular on campus. Senior females reported these traits as being important to very important for campus popularity. Although a greater proportion of each of the responding groups indicated sociability characteristics as being from not important to important in date and mate selection, more freshmen than seniors, regardless of sex, rated these traits important.

a) Popular Men. Table XVI reports the summary of responses for this category. The predominant tendency in each of the responding groups was to rate sociability characteristics as being important for a popular man. A statistically significant difference in responses was revealed in the comparison of senior females to freshman females. This difference was evidenced by the fact that compared to freshman females a smaller proportion of senior females, 25.7 per cent, rated sociability characteristics as being not important for a popular man and a greater proportion of the seniors, 28.1 per cent, rated these characteristics as very important. Approximately 40 per cent of both freshman and senior males rated sociability characteristics for the popular men category as being important. The second largest rating for both of these groups was the response of not important, as revealed by the fact that approximately one-third of the remaining respondents in both male groups gave this response.

b) Popular Women. Response ratings of the groups for this category are summarized in Table XVII. The same general trend of responses between the groups can be seen when rating sociability characteristics for the popular women category as did for the popular men category. The predominant pattern of responses in each of the responding groups was to rate sociability characteristics as being important for a popular

TABLE XVI
SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES
REGARDING THE RATING PREFERENCES FOR 11 SOCIABILITY
CHARACTERISTICS FOR THE POPULAR MEN CATEGORY

Responses	Respondents							
	Freshman Males		Senior Males		Freshman Females		Senior Females	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Very important	528	21.3	259	20.7	700	24.5	281	28.1
Important	974	39.1	499	39.8	1075	37.6	398	39.8
Not important	815	32.8	437	34.8	886	31.0	257	25.7
Undesirable	166	6.7	59	4.7	199	6.9	64	6.4
Total	2483	100.0	1254	100.0	2860	100.0	1000	100.0
	$\chi^2_3 = 6.6627, N. S.$				$\chi^2_3 = 12.3126, P < .01$			

TABLE XVII
SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES
REGARDING THE RATING PREFERENCES FOR 11 SOCIABILITY
CHARACTERISTICS FOR THE POPULAR WOMEN CATEGORY

Responses	Respondents							
	Freshman Males		Senior Males		Freshman Females		Senior Females	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Very important	525	21.1	245	19.5	650	23.5	292	29.2
Important	979	39.4	515	41.1	1016	36.9	399	39.9
Not important	800	32.2	419	33.4	866	31.4	252	25.2
Undesirable	181	7.3	75	6.0	226	8.2	57	5.7
Total	2485	100.0	1254	100.0	2758	100.0	1000	100.0
	$\chi^2_3 = 4.0512$, N. S.				$\chi^2_3 = 26.6587$, $P < .001$			

woman. No statistical differences were found when comparing the responses of freshman males and senior males. The predominant tendency for both male groups was to rate sociability characteristics as being important for this category (39.4 per cent and 41.1 per cent). A response of not important secured the second largest rating for both male groups with about one-third of the remaining male respondents giving this rating. The significant differences in responses between the female groups were caused by more senior females as compared to freshman females rating sociability traits as very important and fewer seniors rating these characteristics as not important.

c) Your Date. The summary of responses for this category are given in Table XVIII. In rating sociability characteristics for a date, seniors tended to respond in a significantly different manner than did freshmen, regardless of sex. Whereas a predominant proportion of each group rated these characteristics as not important (from 37.0 per cent to 46.4 per cent), the differences between the various groups were caused by more seniors rating these traits not important and fewer seniors rating these traits as very important. However, an approximately equal proportion of freshman males as compared to senior males were found rating sociability traits important, 37.9 per cent, and not important, 37.0 per cent.

TABLE XVIII
SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES
REGARDING THE RATING PREFERENCES FOR 11 SOCIABILITY
CHARACTERISTICS FOR THE CATEGORY OF YOUR DATE

Responses	Respondents							
	Freshman Males		Senior Males		Freshman Females		Senior Females	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Very important	434	17.5	153	12.2	465	16.3	135	13.5
Important	943	37.9	473	37.7	1033	36.1	338	33.8
Not important	920	37.0	556	44.3	1126	39.4	464	46.4
Undesirable	189	7.6	72	5.8	236	8.2	63	6.3
Total	2486	100.0	1254	100.0	2860	100.0	1000	100.0
	$\chi^2_3=30.1723, P<.001$				$\chi^2_3=17.2800, P<.001$			

d) Prospective Mate. Data for this category are found in Table XIX. The same general trend can be seen when rating sociability characteristics for the prospective mate category in the comparison of seniors to freshmen, regardless of sex. Although a predominant proportion of each group rated these characteristics as not important (from 36.3 per cent to 45.2 per cent), the differences are reflected in the fact that fewer seniors, as compared to freshmen, rated sociability traits as being very important or undesirable. Also, of the senior groups a larger percentage in each case gave a response of not important than did the corresponding freshman groups.

Is willing to join in a group.--Examination of the responses suggested agreement between the sexes in that it was important for a person to be willing to join in a group. In each category considered a greater proportion of respondents in each group rated this characteristic important.

a) Popular Men. Thirty per cent of the responding groups indicated it was very important for a popular man to join in a group, while 40.1 per cent revealed this trait was important. Differences in this category were caused by the fact that of the freshman males, 34.5 per cent revealed that this trait was not important, while the remaining groups tended to rate this characteristic important. ($\chi^2_9=23.78$, $P<.01$)

TABLE XIX
SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING
THE RATING PREFERENCES FOR 11 SOCIABILITY CHARACTERISTICS
FOR THE CATEGORY OF PROSPECTIVE MATE

Responses	Respondents							
	Freshman Males		Senior Males		Freshman Females		Senior Females	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Very important	500	20.1	189	15.2	526	18.4	162	16.2
Important	841	33.8	450	36.3	938	32.7	317	31.7
Not important	901	36.3	516	41.6	1139	39.7	452	45.2
Undesirable	244	9.8	85	6.9	263	9.2	69	6.9
Total	2486	100.0	1240	100.0	2866	100.0	1000	100.0
	$\chi^2_3 = 26.5423, P < .001$				$\chi^2_3 = 12.0125, P < .01$			

b) Popular Women. Seventy-three per cent of all the responding groups reported it was from important to very important for a popular woman to be willing to join in a group. In contrast with the other groups were 34.5 per cent of freshman males in indicating that willingness to join in a group was not important for a popular woman. ($\chi^2_9=31.54$, $P<.001$)

c) Your Date. A greater proportion of the responding groups, 79.6 per cent, advocated that willingness to join in a group was from important to not important when dating. The differences in this category were reflected by the fact that in contrast to the other groups an approximately equal proportion of senior females rated this trait either not important or very important. ($\chi^2_9=20.42$, $P<.05$)

d) Prospective Mate. Of the responding groups, 76.4 per cent expressed the feeling that it was from important to not important for a future spouse to be willing to join in a group. However, a rating of very important was given for this characteristic by 26.4 per cent of the senior females. ($\chi^2_9=20.42$, $P<.05$)

Gets along well with own sex.--The general feeling within each of the groups suggested that getting along with members of one's own sex was important. Males responded in a manner similar with that of females, regardless of classification.

a) Popular Men. Ninety-one per cent of all responding groups indicated that getting along well with one's own sex was important to very important for a popular man. A greater proportion of both female groups than male groups rated this trait very important. ($\chi^2_9=20.44$, $P<.05$)

b) Popular Women. Getting along well with one's own sex was considered from important to very important by 87.2 per cent of the groups. More of the female groups than of the male groups indicated this characteristic was very important. ($\chi^2_9=23.05$, $P<.01$)

c) Your Date. Responses in this category revealed that getting along well with one's own sex was from important to very important for 86.6 per cent of the responding groups. Of significance is the fact that a greater proportion of the senior males rated this characteristic from important to not important in a date and fewer senior males rated this trait very important. ($\chi^2_9=56.25$, $P<.001$)

d) Prospective Mate. An approximately equal proportion of each group revealed it was either very important or important for a future spouse to get along well with one's own sex. This rating encompassed 89.7 per cent of all the groups. More of the female groups than of the male groups reported this trait as being very important. ($\chi^2_9=49.14$, $P<.001$)

Has polished manners.--When responses to the characteristic "has polished manners" were examined, significant differences between the groups were found. The outstanding pattern in each of the responding groups was to rate this characteristic from important to very important.

a) Popular Men. According to 75.7 per cent of the responding groups, it was from important to very important for a popular man to have polished manners. Significant differences in responses were caused by the fact that a greater proportion of senior males in comparison to the remaining groups reported a rating of important to not important for this trait. ($\chi^2_9=17.77$, $P<.05$)

b) Popular Women. Statistical analysis failed to support a significant difference in responses among the groups for this category. Over one-half of all the groups, 54.5 per cent, reported it was important for a popular woman to have polished manners. ($\chi^2_9=15.74$, N. S.)

c) Your Date. No statistically significant difference in responses among the groups was noted. The predominant trend in each of the responding groups was for 58.6 per cent to rate this trait important for a date. ($\chi^2_9=15.89$, N. S.)

d) Prospective Mate. Eighty-one per cent of all the responding groups felt it was from important to very

important for a prospective mate to have polished manners. An approximately equal number of senior females and freshman females rated this trait either very important or not important. ($\chi^2_9=17.71$, $P<.05$)

Is popular with the opposite sex.--Evidence of similarity of responses between the groups was demonstrated in the degree of importance placed on the characteristic "is popular with the opposite sex." In each category considered a greater proportion of respondents in all groups felt this trait was important.

a) Popular Men. Eighty-two and one-half per cent of the responding groups indicated that being popular with the opposite sex was from important to very important for a popular man. Senior females placed more emphasis on this trait than any of the remaining respondents. ($\chi^2_9=17.98$, $P<.05$)

b) Popular Women. Being popular with the opposite sex was considered from important to very important by 83.2 per cent of the responding groups. A greater proportion of both female groups than male groups rated this trait very important than rated it important. ($\chi^2_9=21.71$, $P<.05$)

c) Your Date. Although no statistically significant difference in responses was revealed for this category, being popular with the opposite sex claimed importance for these

groups. The pattern of responses of the groups suggested that this trait was from important to not important when dating, with a greater percentage of the groups rating this trait important. ($\chi^2_9=12.22$, N. S.)

d) Prospective Mate. Statistical analysis failed to support a significant difference in responses among the groups. A rating of important to not important was recorded by 81 per cent of all four groups. ($\chi^2_9=14.64$, N. S.)

Knows how to dance well.--Data revealed that in each of the responding groups, knowing how to dance well was from not important to important. The predominant tendency was for more of the respondents to rate this characteristic as being not important and fewer respondents important.

a) Popular Men. No statistical difference in responses among the groups was revealed in this category. Seventy-six and one-half per cent of responses of all four groups suggested that it was from not important to important for a popular man to know how to dance well. ($\chi^2_9=14.76$, N. S.)

b) Popular Women. Statistical analysis failed to support a significant difference in responses for these groups. A rating of not important to important was given by 73.9 per cent of the responding groups for the trait of knowing how to dance well for the popular women category. ($\chi^2_9=11.17$, N. S.)

c) Your Date. Responses in this category indicated that knowing how to dance well was from not important to important for a date as revealed by 80.8 per cent of the responding groups. A proportionately greater number of freshmen than seniors, regardless of sex, placed importance on this trait. ($\chi^2_9=26.47$, $P<.01$)

d) Prospective Mate. When revealing how important knowing how to dance well was for a future spouse, seniors responded in a significantly different manner than did freshmen, regardless of sex. Eighty-nine per cent of the seniors rated this trait from not important to important, whereas 77.8 per cent of the freshmen indicated this same rating. ($\chi^2_9=23.44$, $P<.01$)

Goes to popular places.--The general feeling between each of the groups suggested that going to popular places was not important. Males responded in a manner similar with that of females, regardless of classification.

a) Popular Men. Although no statistically significant difference in responses was found for this category, 62.4 per cent of the responding groups revealed it was from important to not important for a popular man to go to popular places. In contrast, 71 per cent of the senior females reported this characteristic was from important to very important. ($\chi^2_9=13.04$, N. S.)

b) Popular Women. Responses in this category, 76.3 per cent, indicated that going to popular places was from important to not important for a popular woman. Senior females, 78.1 per cent, rated this trait from important to very important for a popular woman. ($\chi^2_9=17.38$, $P<.05$)

c) Your Date. Eighty-three and one-half per cent of the responding groups indicated that going to popular places was from not important to important for a date. A greater proportion of freshmen than seniors rated this trait important to very important. ($\chi^2_9=32.14$, $P<.001$)

d) Prospective Mate. Further evidence of agreement between the groups was recorded in this category. A rating of not important for the trait "goes to popular places" was reported by 52.4 per cent of the four groups. In contrast, freshman males, 40.7 per cent, indicated it was important for a future wife to go to popular places. ($\chi^2_9=38.54$, $P<.001$)

Is willing to drink socially.--Each of the responding groups reported that it was not important for a person to be willing to drink socially. The predominant tendency for the groups was to place less importance on this characteristic as the relationship considered becomes more serious.

a) Popular Men. No statistical differences in responses among the groups was reported in this category. Of

the responding groups, 71.1 per cent revealed it was from not important to important for a popular man to be willing to drink socially. ($\chi^2_9=14.52$, N. S.)

b) Popular Women. Although statistical analysis failed to support a significant difference in responses among the groups, being willing to drink socially was considered from not important to important for a popular woman. This rating was recorded by 71 per cent of the responding groups. ($\chi^2_9=14.45$, N. S.)

c) Your Date. Sixty-one and one-half per cent of the freshman males revealed that willingness to drink socially was from not important to important for a date. In contrast to freshman males, 50 per cent of senior males said this trait was from important to very important for a date. A great proportion of both female groups reported this quality as not important for a date. ($\chi^2_9=35.57$, $P<.001$)

d) Prospective Mate. Although 46.7 per cent of the responding groups revealed it was not important for a future spouse to be willing to drink socially, freshmen responded in a significantly different manner, regardless of sex. Freshman males, 58.8 per cent, said this characteristic was from not important to important, whereas freshman females, 72.7 per cent, indicated a rating of not important to undesirable

The senior groups agreed that being willing to drink socially was not an important characteristic for a prospective mate. Data for this category are reported in Table XX. ($\chi^2_9=28.81$, $P<.001$)

Is prominent in activities.--Examination of the responses demonstrated that it was important for a person on campus to be prominent in activities. Less emphasis was placed on this characteristic as the categories considered indicated a more serious relationship.

a) Popular Men. No statistical difference in responses was revealed among the groups for this category. Forty-five per cent of the responding groups indicated it was important for a popular man to be prominent in activities, whereas a very important rating was given by 27.9 per cent of the remaining groups. ($\chi^2_9=15.04$, N. S.)

b) Popular Women. Although statistical analysis failed to support a significant difference in responses, 46.3 per cent of the responding groups revealed it was important for a popular woman to be prominent in activities. The pattern of responses suggested that males, regardless of classification, considered this trait from important to not important; whereas, females rated this trait from important to very important. ($\chi^2_9=11.33$, N. S.)

TABLE XX

RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING
THE RATING PREFERENCES FOR THE CHARACTERISTIC "IS WILLING
TO DRINK SOCIALLY" FOR THE CATEGORY OF PROSPECTIVE MATE

Responses	Respondents							
	Freshman Males		Senior Males		Freshman Females		Senior Females	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Very important	45	19.9	20	17.5	30	11.6	10	9.1
Important	49	21.6	32	28.1	41	15.8	16	18.6
Not important	84	37.2	49	43.0	137	52.7	53	59.1
Undesirable	48	21.3	13	11.4	52	20.0	12	13.2
Total	226	100.0	114	100.0	260	100.0	91	100.0
	$\chi^2_9 = 28.81, P < .001$							

c) Your Date. Being prominent in activities was reported as being not important to important for a date by 87.9 per cent of the responding groups. In contrast to the remaining respondents, more freshman females, 53.8 per cent, rated this trait as being important to very important. ($\chi^2_9=17.08$, $P<.05$)

d) Prospective Mate. An approximately equal proportion of the responding groups revealed it was either not important or important for a prospective marriage partner to be prominent in activities. These two ratings encompassed 85.6 per cent of all the groups. Conversely, freshman males, 81.9 per cent, pointed out that this quality was from important to not important in a future wife. ($\chi^2_9=22.95$, $P<.01$)

Dates popular students only.--Further evidence of agreement of responses between the groups was disclosed in the degree of importance placed on the characteristic "dates popular students only." A rating of not important claimed prominence by these groups.

a) Popular Men. No statistical difference in responses was indicated among the groups for this category. The pattern of responses by 71.7 per cent of all groups revealed that it was from not important to undesirable for a popular woman to date popular students only. As a group, seniors, 68.6 per

cent, in contrast to the freshman groups, rated this characteristic from not important to important. ($\chi^2_9=14.44$, N. S.)

b) Popular Women. Seventy-one and one-half per cent of the responding groups expressed that it was not important to undesirable for a popular woman to date popular students only. A larger percentage of the seniors than freshmen rated this characteristic from not important to important. ($\chi^2_9=23.70$, $P<.01$)

c) Your Date. A greater proportion of all the groups, 63.9 per cent, reported it was not important for a date to date popular students only. Males and females tended to respond similarly, regardless of classification. ($\chi^2_9=21.03$, $P<.05$)

d) Prospective Mate. Statistical analysis failed to support a significant difference in responses among the groups. The predominant responses suggested that 61.8 per cent of all responding groups felt it was not important for a future spouse to date popular students only. ($\chi^2_9=15.50$, N. S.)

Accepts last minute dates.--For the characteristic, "accepts last minute dates," males responded in a significantly different manner than did females, regardless of classification. The predominant tendency for the males was to rate this trait as being from not important to important,

whereas the females tendency was to rate this characteristic from not important to undesirable.

a) Popular Men. Freshman males, 78.8 per cent, reported it was from not important to important for a popular man to accept last minute dates. The same rating was given by 82.4 per cent of the senior males and 74.7 per cent of senior females. Responding from not important to undesirable for this trait were 78.8 per cent of the freshman females. ($\chi^2_9=31.00$, $P<.001$)

b) Popular Women. A similar pattern of responses was noted in this category in that 77.7 per cent of freshman females indicated it from not important to undesirable for a popular woman to accept last minute dates. A rating of not important to important was given by 75.2 per cent of the freshman males, 79.8 per cent of the senior males and 69.2 per cent, senior females. ($\chi^2_9=33.87$, $P<.001$)

c) Your Date. In agreement were 78.4 per cent of the freshman females and 89.0 per cent of senior females for a rating of not important to undesirable for the trait "accepts last minute dates." Seventy-six per cent of the freshman males and 86.8 per cent of senior males reported this trait was from not important to important for a date. ($\chi^2_9=65.50$, $P<.001$)

d) Prospective Mate. Further evidence of dissimilar responses between the male and female groups was seen in that 70.8 per cent of the freshman males and 80.0 per cent of senior males revealed it was from not important to important for a prospective mate to accept last minute dates. Eighty-one per cent of the female groups rated this trait from not important to undesirable. ($\chi^2_9=32.25$, $P<.001$)

Avoids exploitation by the opposite sex.--The general feeling of each of the responding groups suggested that avoiding exploitation by the opposite sex was not important. Although statistical analysis supported a greater proportion of responses with a rating from not important to important for this trait, the investigator points out the fact that the word "exploitation" had to be defined to respondents at random, thus suggesting that the correct concept of the characteristic could have been misinterpreted.

a) Popular Men. Seventy-eight and one-half per cent of the responding groups revealed it was from not important to important for a popular man to avoid exploitation by the opposite sex. A greater proportion of freshmen than seniors, regardless of sex, rated this trait as being not important. ($\chi^2_9=18.87$, $P<.05$)

b) Popular Women. Responses in this category indicated that avoiding exploitation by the opposite sex was rated from not important to important for a popular woman. This rating was given by 76.4 per cent of the responding groups. In contrast to the remaining groups, senior females, 62.6 per cent, supported a rating of important to very important for this trait. ($\chi^2_9=21.97$, $P<.01$)

c) Your Date. Statistical analysis failed to support a significant difference in responses among the groups. A greater proportion of all the groups, 72.7 per cent, revealed it was from not important to important for a date to avoid exploitation by the opposite sex. ($\chi^2_9=15.99$, N. S.)

d) Prospective Mate. Significant differences between the classes, regardless of sex, was found for this category. Freshmen, 65.6 per cent, indicated it was from not important to important for a future mate to avoid exploitation by the opposite sex. Seniors, 70.2 per cent, revealed this trait was from very important to important for a prospective marriage partner. ($\chi^2_9=18.01$, $P<.05$)

Status Achievement Characteristics

Seven item characteristics in the "Dating Preference Survey" were designed to reveal the extent to which freshman and senior, male and female students placed importance on

status achievement characteristics as factors influencing a person's popularity on campus. Respondents also rated these characteristics in terms of importance for dating and mate selection. Data reporting the summary of response ratings for these seven traits indicated that for this group of college students, status achievements were not important factors in all the categories considered. Senior females and freshman females placed more importance on status achievement traits in determining popularity on campus than did the corresponding male groups. Freshman males and senior males rated status achievement characteristics more important for a male's popularity than for a female's popularity. In each of the responding groups the predominant tendency was to rate these traits as not important when considering a date and a possible marriage partner. Senior females and senior males placed less importance on status achievement characteristics for the date and prospective mate category than did freshman males and females. Of the female groups, a larger proportion in each case gave a response of important than did the respective male groups.

a) Popular Men. Responses in this category are summarized in Table XXI. In each of the responding groups the predominant tendency was to rate status achievement characteristics as being not important for a popular man. However, of the female groups, a smaller percentage in each case

TABLE XXI
SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING
THE RATING PREFERENCES FOR SEVEN STATUS ACHIEVEMENT
CHARACTERISTICS FOR THE POPULAR MEN CATEGORY

Responses	Respondents							
	Freshman Males		Senior Males		Freshman Females		Senior Females	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Very important	206	13.0	106	13.3	246	13.5	99	16.7
Important	348	22.0	202	25.3	476	26.2	186	30.2
Not important	902	57.1	449	56.2	1015	55.8	282	47.5
Undesirable	125	7.9	42	5.2	79	4.5	27	5.6
Total	1581	100.0	799	100.0	1816	100.0	594	100.0
	$\chi^2_3 = 7.8578, P < .05$				$\chi^2_3 = 13.2158, P < .01$			

(55.8 per cent and 47.5 per cent) gave a response of not important than did the corresponding male groups (57.1 per cent and 56.2 per cent). Approximately the same percentage of each group gave these characteristics an important rating, but more of the senior males and females indicated a response of very important than did the respective freshman groups.

b) Popular Women. The summary of response ratings for this category are given in Table XXII. The pattern of responses in each of the responding groups was to rate status achievement characteristics as being not important for the popular women category. Of the male groups, a larger percentage in each case (62.7 per cent and 65.2 per cent) revealed a response of not important than did the corresponding female groups (58.8 per cent and 53.9 per cent). The second largest rating for both male groups was the response of important with approximately 20 per cent of the remaining respondents in both male groups giving this response. A similar trend was noted for the female groups as seen by the fact that the second largest rating for these groups was also indicated as being important (24.0 per cent and 29.8 per cent).

c) Your Date. Data for this category are found in Table XXIII. The same general trend was to be seen in the comparison of males and females, regardless of classification. Whereas a predominant proportion of each group rated status

TABLE XXII

SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING
THE RATING PREFERENCES FOR SEVEN STATUS ACHIEVEMENT
CHARACTERISTICS FOR THE POPULAR WOMEN CATEGORY

Responses	Respondents							
	Freshman Males		Senior Males		Freshman Females		Senior Females	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Very important	154	9.8	71	8.9	211	11.6	76	11.8
Important	304	19.3	162	20.3	437	24.0	191	29.8
Not important	986	62.7	520	65.2	1078	58.8	346	53.9
Undesirable	127	8.2	45	5.6	94	5.6	28	4.5
Total	1571	100.0	798	100.0	1820	100.0	641	100.0
	$\chi^2_3 = 5.5348$, N. S.				$\chi^2_3 = 9.1139$, $P < .05$			

TABLE XXIII

SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING
THE RATING PREFERENCES FOR SEVEN STATUS ACHIEVEMENT
CHARACTERISTICS FOR THE CATEGORY OF YOUR DATE

Responses	Respondents							
	Freshman Males		Senior Males		Freshman Females		Senior Females	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Very important	64	4.1	25	3.2	108	5.9	19	2.9
Important	214	13.5	104	13.0	380	20.9	102	16.1
Not important	1135	71.8	614	76.9	1232	67.8	486	76.4
Undesirable	168	10.6	55	6.9	99	5.4	30	4.6
Total	1581	100.0	798	100.0	1819	100.0	637	100.0
	$\chi^2_3 = 11.0898, P < .05$				$\chi^2_3 = 19.1150, P < .001$			

achievement characteristics as being not important in date selection (from 67.8 per cent to 76.9 per cent), the differences between the various groups were caused by more females as compared to males rating these traits as important and fewer females supporting a rating of undesirable.

d) Prospective Mate. The summary of response ratings for this category are found in Table XXIV. The predominant tendency in each of the responding groups was to rate status achievement characteristics as being not important (from 65.7 per cent to 74.6 per cent) in the selection of a prospective marriage partner. Males and females tended to respond in a significantly different manner, regardless of sex. The differences between the various groups was reflected in the fact that a smaller percentage of males (13.5 per cent and 11.7 per cent) as compared to females (19.0 per cent and 16.8 per cent) rated status achievement traits as important and a greater proportion of males rated these traits as undesirable.

Belongs to a sorority or fraternity.--When responses to the characteristic concerning membership in a sorority or fraternity were examined, considerable agreement between each of the groups was found. For these groups belonging to a sorority or fraternity was rated as being not important in the respective categories.

TABLE XXIV
SUMMARY OF RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING
THE RATING PREFERENCES FOR SEVEN STATUS ACHIEVEMENT CHARACTERISTICS
FOR THE CATEGORY OF PROSPECTIVE MATE

Responses	Respondents							
	Freshman Males		Senior Males		Freshman Females		Senior Females	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Very important	80	5.5	47	5.8	156	8.6	29	4.6
Important	200	13.5	94	11.7	346	19.0	107	16.8
Not important	1111	69.5	594	74.6	1195	65.7	463	72.7
Undesirable	188	11.5	63	7.9	123	6.7	38	5.9
Total	1579	100.0	798	100.0	1820	100.0	637	100.0
	$\chi^2_3 = 10.3147, P < .05$				$\chi^2_3 = 15.2779, P < .01$			

a) Popular Men. No statistical difference in responses among the groups was revealed in this category. Fifty-three per cent of the responding groups indicated it was not important for a popular man to be a member of a fraternity. A very important rating was recorded by 17.1 per cent of all the groups. ($\chi^2_9=14.47$, N. S.)

b) Popular Women. Responses in this category pointed out that belonging to a sorority was from not important to important for a popular woman. A rating of not important was revealed by 53.2 per cent of the responding groups, whereas 21.1 per cent said this trait was important. A greater proportion of seniors than freshmen rated this trait important. ($\chi^2_9=21.22$, $P<.05$)

c) Your Date. Senior males and females agreed that membership in a sorority or fraternity was not important for a date. Freshman males, 90.4 per cent, emphasized it was from not important to undesirable for a date to belong to a sorority. According to 88.5 per cent of freshman females, membership in a fraternity was from not important to important for a date selection. Data for this category are found in Table XXV. ($\chi^2_9=17.28$, $P<.05$)

d) Prospective Mate. Statistical analysis failed to support a significant difference in responses among the groups for this category. In agreement were 75.1 per cent

TABLE XXV
 RESPONSES BY FRESHMAN AND SENIOR MALES AND FEMALES REGARDING THE
 RATING PREFERENCES FOR THE CHARACTERISTIC "BELONGS TO A
 SORORITY OR FRATERNITY" FOR THE CATEGORY OF YOUR DATE

Responses	Respondents							
	Freshman Males		Senior Males		Freshman Females		Senior Females	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Very important	7	3.9	4	3.5	8	4.0	1	1.2
Important	13	5.7	12	10.5	31	11.9	5	5.4
Not important	165	73.0	83	72.8	199	76.6	73	80.2
Undesirable	41	17.4	15	13.2	22	8.4	12	13.2
Total	226	100.0	114	100.0	260	100.0	91	100.0
$\chi^2_3 = 17.28, P < .05$								

of the responding groups in revealing it was not important for a prospective marriage partner to belong to a sorority or fraternity. ($\chi^2_9=14.39$, N. S.)

Has a car or access to one.--Data revealed that for these groups having a car or access to one was not important. This rating was recorded in all of the categories considered by both males and females, regardless of classification.

a) Popular Men. Thirty-one and one-half per cent of all the groups reported it was not important for a popular man to have a car or access to one. A rating of important was given by 34.1 per cent of these groups, whereas 31.7 per cent emphasized this quality as being very important. ($\chi^2_9=18.70$, $P<.05$)

b) Popular Women. Fifty-five per cent of both female groups indicated it was not important for a popular woman to have a car or access to one. In agreement with the females were 61.8 per cent of both male groups. ($\chi^2_9=20.02$, $P<.05$)

c) Your Date. Responses in this category pointed out that having a car or access to one was not important for a date. Of the responding groups, 55.3 per cent reported this rating. In contrast to the groups were freshman females, 42.7 per cent, expressed that this quality was important for a date. ($\chi^2_9=126.20$, $P<.001$)

d) Prospective Mate. In this category, having a car or access to one was reported as being not important by 69.1 per cent of both male groups. The female groups, 70.9 per cent, felt that having a car was from not important to important for a future spouse. ($\chi^2_9=127.14$, $P<.001$)

Has plenty of money.--Responses of the four groups to the characteristic "has plenty of money" gave evidence of similarity of attitudes between the groups. This trait was considered not important in all the categories by both males and females, regardless of classification.

a) Popular Men. The majority of each of the responding groups, 53.4 per cent, advocated that having plenty of money was not important for a popular man. Twenty-eight per cent of the groups reported that this characteristic was important. ($\chi^2_9=17.94$, $P<.05$)

b) Popular Women. Further evidence of agreement between the groups was reported in this category. A rating of not important was revealed by 65.5 per cent of the responses when considering the trait "has plenty of money" for a popular woman. ($\chi^2_9=18.72$, $P<.05$)

c) Your Date. Although 75.4 per cent of the responding groups reported it was not important for a date to have plenty of money, significant differences were noted within the male

groups. Eighty-four and one-half per cent of freshman males rated this trait from not important to undesirable, whereas senior males, 94.7 per cent, revealed this trait from not important to important for a date. Both female groups tended to rate this trait not important. ($\chi^2_9=59.40$, $P<.001$)

d) Prospective Mate. Seventy per cent of all the groups revealed it was not important for a prospective marriage partner to have plenty of money. However, freshman males, 82.7 per cent, rated this characteristic from not important to undesirable; senior males, 88.6 per cent, felt it was from not important to important for a future wife to have plenty of money. ($\chi^2_9=65.91$, $P<.001$)

Has plenty of clothes.--For the characteristic, "has plenty of clothes," males and females responded in a similar manner, regardless of classification. The predominant trend was for the groups to rate this trait as being not important in all the categories considered.

a) Popular Men. Responses to this category emphasized that having plenty of clothes was not important for a popular man. A response of not important was revealed by 55.1 per cent of the responding groups. ($\chi^2_9=20.80$, $P<.05$)

b) Popular Women. Of the responding groups, 47.6 per cent indicated that it was not important for a popular woman to have plenty of clothes. A rating of important was supported by 33.8 per cent of the groups. Conversely, 78 per cent of the senior females revealed it was from important to not important for a popular woman to have plenty of clothes. ($\chi^2_9=18.70$, $P<.05$)

c) Your Date. In agreement were 69.3 per cent of the responding groups in reporting it was not important for a date to have plenty of clothes. A smaller proportion of these groups, 25.2 per cent, indicated this trait to be important. ($\chi^2_9=25.32$, $P<.01$)

d) Prospective Mate. When considering a prospective marriage partner, 68.9 per cent of the responding groups expressed that having plenty of clothes was not important. This trait was felt to be important by 23.1 per cent of the groups. ($\chi^2_9=27.83$, $P<.01$)

Belongs to a specific fraternity or sorority.--Statistical analysis failed to support a significant difference in responses for the characteristic "belongs to a specific fraternity or sorority." The predominant trend for the groups was to rate this trait not important in all the categories considered. When rating this trait for a popular man, 57.9

per cent of the responding groups reported it was not important. Fifty-nine and one-half per cent of the groups felt it was not important for a popular woman to belong to a sorority. Approximately 72 per cent of all the groups revealed it was not important for a date or prospective mate to belong to a specific fraternity or sorority. ("Popular Men," $\chi^2_9=8.35$, N. S.; "Popular Women," $\chi^2_9=15.72$, N. S.; "Your Date," $\chi^2_9=4.53$, N. S.; "Prospective Mate," $\chi^2_9=2.44$, N. S.)

Comes from a middle class family.--Data revealed that the characteristic "comes from a middle class family" did not claim importance by any of the responding groups. The predominant pattern of responses for the groups was to rate this trait as being not important in all the categories considered.

a) Popular Men. Responses in this category advocated it was not important for a popular man to come from a middle class family. Reporting this rating were 56.7 per cent of all the responding groups. ($\chi^2_9=19.43$, $P<.01$)

b) Popular Women. An approximately equal proportion of the male and female groups, regardless of classification, disclosed it was not important for a popular woman to come from a middle class family. Of all the groups, 66.4 per cent felt this trait was not important. ($\chi^2_9=22.33$, $P<.01$)

c) Your Date. Seventy-two per cent of the responding groups indicated it was not important for a date to come from a middle class family. Twenty-two per cent of the groups felt this trait was important. ($\chi^2_9=23.08$, $P<.01$)

d) Prospective Mate. Coming from a middle class family was not considered an important trait for a future spouse by each of the groups. Responding to this rating were 70.2 per cent of all the responding groups. This characteristic was revealed as being important by 21.8 per cent of the groups. ($\chi^2_9=32.05$, $P<.001$)

Comes from an upper class family.--The general feeling of each of the responding groups indicated that coming from an upper class family was not an important characteristic. An overwhelming majority of all the groups reported this trait was not important for all the categories considered.

a) Popular Men. No statistical difference in responses among the groups was demonstrated for this category. Of the groups, 72.2 per cent reported it was not important for a popular man to come from an upper class family. ($\chi^2_9=16.19$, N. S.)

b) Popular Women. Statistical analysis failed to support a significant difference in responses among the groups. The pattern of responses suggested by 73.5 per cent of the

responding groups indicated it was not important for a popular woman to come from an upper class family. ($\chi^2_9=15.42$, N. S.)

c) Your Date. Data computed for this category revealed no statistically significant difference in responses among the four groups. The predominant tendency by 80.4 per cent of all the groups suggested it was not important for a date to come from an upper class family. ($\chi^2_9=14.35$, N. S.)

d) Prospective Mate. Significant differences in responses between classifications were noted in this category, regardless of sex. Freshmen, 86.8 per cent, indicated it was from not important to undesirable for a prospective marriage partner to come from an upper class family. Seniors, 94.6 per cent, revealed it was from not important to important for a future spouse to possess this trait. ($\chi^2_9=20.87$, $P<.05$)

CORRELATION OF PRESENT RESULTS WITH PREVIOUSLY PUBLISHED DATA

Thirty-six item characteristics on the "Dating Preference Survey" were drawn from the questionnaire used by Robert Blood (7) with students at the University of Michigan. Data from Blood's investigation presented a rank-order of item characteristics according to male perceptions of campus norms

for female popularity ($Rho=.856$, $P<.001$) and according to female perceptions of campus norms for male popularity ($Rho=.859$, $P<.001$). The Spearman Rank-Order correlation computed in comparing Blood's data and the data from the present study supported a highly significant correlation between the findings of these studies. The characteristics which Blood found as being rated important for campus popularity were the most generally supported characteristics of the Northeast Louisiana State College rating complex, however, there were some notable exceptions.

Data revealed that the respondents in the present study placed more importance primarily on the following characteristics than did the respondents at the University of Michigan: "Gets along well with own sex," "Is emotionally mature," "Is popular with the opposite sex," and "Is prominent in activities." Respondents at Northeast Louisiana State College ascribed less importance on the following characteristics: "Is a good sport," "Is willing to join in a group," and "Is good-looking, attractive." Some variations in responses between the two samples were evident, however, especially among the 11 sociability characteristics.

Male Perceptions of Campus Norms for Female Popularity

Responses to 36 characteristics included on the "Dating Preference Survey" for the category "Popular Women" revealed

the extent to which male respondents placed importance on these traits when rating a popular woman on campus. These data are presented in Table XXVI. Although considerable agreement was found between the responses revealed by Blood's study (7) and the present investigation, examination of individual characteristics indicated a shift in position of some traits. The characteristic "is a good sport" shifted from a ranked position of 7.5 to 23. Less importance was placed by this group on the trait "is willing to join in a group." The personality characteristic "is emotionally mature" was rated higher by this group, moving from a rank of 15 to a rank of 4. "Being attractive" and "accepting last minute dates" claimed less significance by this group. "Is willing to neck on occasion" received a lower rating. Respondents for this study placed more importance on being prominent in activities than did respondents in Blood's study.

Female Perceptions of Campus Norms for Male Popularity

Responses to 36 characteristics included on the "Dating Preference Survey" for the category "Popular Men" indicated the extent to which female respondents placed importance on these traits when rating a popular man on campus. Data for these responses are given in Table XXVII. Although considerable agreement was found between the responses of students at the University of Michigan and those at Northeast Louisiana

TABLE XXVI
RANK-ORDER OF MALE PERCEPTION OF CAMPUS NORMS FOR
FEMALE POPULARITY AT THE UNIVERSITY OF MICHIGAN
AND AT NORTHEAST LOUISIANA STATE COLLEGE

Item Characteristic	University of Michigan		Northeast Louisiana State College	
	Per cent	Rank	Per cent	Rank
Is pleasant and cheerful	100.0	1.5	93.5	2.0
Is neat in appearance	100.0	1.5	93.8	1.0
Is considerate	95.8	3.0	90.6	3.0
Is appropriately dressed	94.7	5.0	89.4	6.5
Is good-looking, attractive	94.7	5.0	81.5	13.0
Is dependable	94.7	5.0	89.4	6.5
Be natural	93.7	7.5	89.7	5.0
Is a good sport	93.7	7.5	67.8	23.0
Is a good listener	92.6	9.0	82.9	12.0
Has a sense of humor	91.6	10.0	88.8	8.0
Is honest, straight-forward	89.5	11.5	85.6	10.0
Is well-poised	89.5	11.5	88.5	9.0
Is willing to neck on occasion	88.4	13.0	67.9	21.0
Is willing to join in a group	87.4	14.0	67.6	24.0
Is emotionally mature	86.3	15.0	90.3	4.0
Is an intelligent conversationalist	85.3	17.0	77.1	18.0
Has good sense, is intelligent	85.3	17.0	74.2	19.0
Is a well-rounded person	85.3	17.0	79.1	16.0
Is affectionate	84.2	19.0	80.9	14.0
Is popular with the opposite sex	83.2	20.0	80.0	15.0
Gets along well with own sex	78.9	21.0	84.7	11.0
Has polished manners	70.5	22.0	77.4	17.0
Is willing to pet on occasion	66.4	23.0	53.8	27.0
Thinks of things to do	65.3	24.0	67.9	21.0
Knows how to dance	57.6	25.0	59.4	26.0

TABLE XXVI (Continued)

RANK-ORDER OF MALE PERCEPTION OF CAMPUS NORMS FOR
FEMALE POPULARITY AT THE UNIVERSITY OF MICHIGAN
AND AT NORTHEAST LOUISIANA STATE COLLEGE

Item Characteristic	University of Michigan		Northeast Louisiana State College	
	Per cent	Rank	Per cent	Rank
Accepts last minute dates	54.3	26.0	36.5	32.0
Doesn't have a reputation for petting	48.4	27.0	50.6	29.0
Is willing to drink socially	47.4	28.0	50.9	28.0
Doesn't have a reputation for necking	40.0	29.0	67.9	21.0
Goes to popular places	35.8	30.0	65.3	25.0
Belongs to a sorority	12.6	31.5	31.5	34.0
Is prominent in activities	12.6	31.5	68.2	20.0
Has a car or access to one	11.6	33.0	32.4	33.0
Has plenty of clothes	6.3	34.0	44.4	30.0
Dates popular students only	4.2	35.0	25.0	36.0
Has plenty of money	2.1	36.0	26.8	35.0

$\rho = .856$, $P < .001$

$Z = 5.0641$, $P < .001$

TABLE XXVII
 RANK-ORDER OF FEMALE PERCEPTION OF CAMPUS NORMS FOR
 MALE POPULARITY AT THE UNIVERSITY OF MICHIGAN
 AND AT NORTHEAST LOUISIANA STATE COLLEGE

Item Characteristic	University of Michigan		Northeast Louisiana State College	
	Per cent	Rank	Per cent	Rank
Is considerate	99.3	1.0	94.6	3.0
Is pleasant and cheerful	97.8	3.5	96.9	1.0
Is neat in appearance	97.8	3.5	95.9	2.0
Has a sense of humor	97.8	3.5	92.3	5.0
Is a good sport	97.8	3.5	89.7	9.0
Is willing to join in a group	97.0	6.5	76.6	21.0
Has good sense, is intelligent	97.0	6.5	82.3	17.5
Be natural	96.3	8.0	82.3	17.5
Is appropriately dressed	95.5	9.0	90.9	7.0
Is dependable	94.8	10.0	90.3	8.0
Thinks of things to do	94.8	11.0	83.2	15.0
Gets along well with own sex	94.8	12.0	94.3	4.0
Is a well-rounded person	94.0	13.0	91.5	6.0
Is honest, straight-forward	90.3	14.0	89.5	10.0
Is well-poised	88.8	15.0	82.9	16.0
Is an intelligent conversationalist	86.6	16.0	85.8	12.0
Is emotionally mature	85.8	17.0	87.5	11.0
Is a good listener	84.8	18.0	83.8	14.0
Is good-looking, attractive	82.7	19.0	69.5	23.0
Has polished manners	81.3	20.0	78.9	19.0
Is popular with the opposite sex	79.9	21.0	84.1	13.0
Doesn't have a reputation for petting	73.1	22.0	56.4	27.0

TABLE XXVII (Continued)

RANK-ORDER OF FEMALE PERCEPTION OF CAMPUS NORMS FOR
MALE POPULARITY AT THE UNIVERSITY OF MICHIGAN
AND AT NORTHEAST LOUISIANA STATE COLLEGE

Item Characteristic	University of Michigan		Northeast Louisiana State College	
	Per cent	Rank	Per cent	Rank
Is affectionate	70.9	23.0	73.5	22.0
Knows how to dance well	70.1	24.0	62.1	26.0
Doesn't have a reputation for necking	64.9	25.0	52.4	28.0
Goes to popular places	57.9	26.0	67.8	24.0
Is willing to drink socially	47.4	27.0	50.9	29.0
Is willing to neck on occasion	45.5	28.0	45.9	30.0
Is prominent in activities	34.3	29.0	77.2	20.0
Belongs to a fraternity	32.1	30.5	41.9	33.0
Has a car or access to one	32.1	30.5	67.5	25.0
Has plenty of money	14.9	32.0	44.3	31.0
Is willing to pet on occasion	13.4	33.0	31.9	34.0
Has plenty of clothes	9.7	34.0	43.3	32.0
Dates popular students only	9.0	35.0	29.9	35.0

rho=.859, $P < .001$
Z=4.8089, $P < .001$

State College, a shift in position was noted for some characteristics. Respondents in the present study placed less emphasis on the characteristic "has good sense, is intelligent," and "be natural" supporting a rank of 17.5. "Gets along well with own sex" and "is well-rounded person" shifted to a rank of 4 and 6, respectively. The characteristic "is emotionally mature" moved from a position of 17 to a rank of 11. "Being popular with the opposite sex" and "being prominent in activities" claimed more importance by the present respondents. The trait "has a car or access to one" shifted from a rank of 30.5 to a rank of 25.

BACKGROUND INFORMATION CONCERNING RESPONDENTS

The subjects in this study were 91 senior females, 114 senior males, 260 freshman females, and 226 freshman males. Groupings according to ages and classification of participating respondents were as follows:

<u>Respondents' Ages</u>	<u>Freshmen</u>		<u>Seniors</u>	
	<u>Num-</u> <u>ber</u>	<u>Per</u> <u>cent</u>	<u>Num-</u> <u>ber</u>	<u>Per</u> <u>cent</u>
17-19 years	461	95.3	1	0.5
20-22 years	21	4.3	183	89.3
23-25 years	1	0.2	18	8.7
26 years or over	1	0.2	3	1.5

Of the freshman respondents, 95.3 per cent were between the ages of 17 to 19 years. As could be expected, a greater proportion of the seniors, 89.3 per cent, were from 20 to 22 years of age.

Dating Status

The dating status of the respondents is illustrated as follows:

<u>Dating Status</u>	<u>Males</u>		<u>Females</u>	
	<u>Num- ber</u>	<u>Per cent</u>	<u>Num- ber</u>	<u>Per cent</u>
Playing the field	154	45.3	134	38.2
Steadily dating	48	14.1	50	14.2
Going steady	59	17.4	55	15.7
Dropped	5	1.5	6	1.7
Pinned	7	2.1	9	2.6
Engaged	36	10.6	59	16.8
Not dating anyone	30	8.8	38	10.8

Although 45.3 per cent of the male respondents were playing the field, 31.5 per cent were steadily dating or going steady. Of the female group, 38.2 per cent were playing the field and 29.9 per cent were steadily dating or going steady. The "engaged" category encompassed 10.6 per cent of the male group and 16.8 per cent of the female group.

Age at First Single Date

The age at which the respondents had the first single date was reported. For the male group, 59.4 per cent had the first single date between the ages of 13 to 15 years. Thirty-five per cent of males had the first single date between the ages of 16 to 18 years. Females, 58.1 per cent, reported having the first single date between 13 to 15 years of age, while 41.3 per cent, between 16 to 18 years of age.

<u>Age at First Single Date</u>	<u>Males</u>		<u>Females</u>	
	<u>Num- ber</u>	<u>Per cent</u>	<u>Num- ber</u>	<u>Per cent</u>
10-12 years	15	4.4	0	0.0
13-15 years	202	59.4	204	58.1
16-18 years	119	35.0	145	41.3
19-21 years	4	1.2	2	0.6
22 years and over	0	0.0	0	0.0

Age at First Double Date

Respondents reported the age at which the first double date occurred. Of the male respondents, 65.9 per cent had the first double date between the ages of 13 to 15 years, and 26.7 per cent between the ages of 16 to 18 years. The first double date occurred for 27.6 per cent of the females between

the ages of 16 to 18 years, and for 68.1 per cent between the ages of 13 to 15 years.

<u>Age at First Double Date</u>	<u>Males</u>		<u>Females</u>	
	<u>Num- ber</u>	<u>Per cent</u>	<u>Num- ber</u>	<u>Per cent</u>
10-12 years	19	5.6	14	4.0
13-15 years	224	65.9	239	68.1
16-18 years	91	26.7	97	27.6
19-21 years	5	1.5	1	0.3
22 years and over	1	0.3	0	0.0

Number of Times Dated During Past Month

The number of times respondents dated during the past month varied between the male and female groups. The frequency of dating reported most often was two or three times a week with 32.6 per cent of the males and 41.0 per cent of the females reporting this. Approximately twice as high a percentage of females as males reported no dates during the preceeding month. More males, 23.5 per cent, than females, 15.4 per cent, dated once a week.

<u>Frequency of Dating During Past Month</u>	<u>Males</u>		<u>Females</u>	
	<u>Num- ber</u>	<u>Per cent</u>	<u>Num- ber</u>	<u>Per cent</u>
Never	23	6.8	40	11.4
Once	19	5.6	12	3.4
Twice	28	8.2	22	6.3
Three times	54	15.9	39	11.1
Once a week	80	23.5	54	15.4
2 or 3 times a week	111	32.6	144	41.0
Nearly every night	25	7.4	40	11.4

Marital Adjustment of Parents

The extent of marital adjustment of parents was rated by the respondents. Approximately one-half of the subjects rated parents' marriages either extremely happy or very happy. Twenty per cent of the group considered the parents' marriage to be just about average. Five per cent indicated the parents' marriage was not too happy while only 2.8 per cent gave a rating of "unhappy."

<u>Marital Adjustment of Parents</u>	<u>Number</u>	<u>Per cent</u>
Extremely happy	172	24.9
Very happy	169	24.4
A little happier than average	80	11.6
Just about average	139	20.0
Not too happy	34	5.0
Unhappy	19	2.8
Does not apply	78	11.3

Eighty-four per cent of the group revealed that both parents were living together, 3.6 per cent were divorced, and 3.7 per cent were separated. For 8.5 per cent of the sample, one of the parents was deceased.

Age at Which Father Married

Forty-two and one-half per cent of the respondents gave evidence of their father's marrying between the ages of 20 to

23 years. Less than one-third of the fathers of the sample married between the ages of 24 to 27 years. Only 4.8 per cent married after 32 years of age.

<u>Age at Which Father Married</u>	<u>Number</u>	<u>Per cent</u>
15 years or less	3	0.5
16-19 years	82	11.9
20-23 years	294	42.5
24-27 years	216	31.2
28-31 years	63	9.2
32-35 years	18	2.6
over 35 years	15	2.2

Age at Which Mother Married

Examination of the responses pointed out that 41.3 per cent of the mothers married between the ages of 20 to 23 years, 37.9 per cent married between the ages of 16 to 19 years and 2.5 per cent married under age 15. In contrast to the fathers, 1.1 per cent of the mothers married after 32 years of age.

<u>Age at Which Mother Married</u>	<u>Number</u>	<u>Per cent</u>
15 years or less	15	2.5
16-19 years	262	37.9
20-23 years	286	41.3
24-27 years	92	13.3
28-31 years	27	3.9
32-35 years	3	0.5
over 35 years	4	0.6

Community Size

The hometown community of 16.1 per cent of the group was from 50,000 to 99,999 persons. Over one-third of the sample was from a city with a population of 2,500 to 24,999. Twenty-three per cent of the respondents were from a community with fewer than 2,499 population.

<u>Community Size</u>	<u>Number</u>	<u>Per cent</u>
up to 2,499	169	22.9
2,500 to 24,999	248	36.2
25,000 to 49,999	67	9.7
50,000 to 99,999	111	16.1
100,000 to 499,000	49	8.1
500,000 or over	48	6.9

Religious Preferences

Sixty-five per cent of the sample revealed that the present religious preference was Protestant. Twenty-three per cent of the respondents were Catholic, while 1.3 per cent were Jewish. No religious preference was revealed by 10.7 per cent of the group.

<u>Religious Preferences</u>	<u>Number</u>	<u>Per cent</u>
Catholic	160	23.0
Jewish	8	1.3
Protestant	449	65.0
None	74	10.7

Sorority and Fraternity Membership

Approximately 18 per cent of the respondents belonged to a sorority or fraternity. A greater proportion of the senior males were fraternity members than of any group in the sample. Approximately the same proportion of freshman females and senior females were sorority members.

<u>Sorority and Fraternity Membership</u>	<u>Yes</u>		<u>No</u>	
	<u>Num- ber</u>	<u>Per cent</u>	<u>Num- ber</u>	<u>Per cent</u>
Freshman males	25	3.6	291	29.1
Freshman females	29	4.2	231	33.4
Senior males	42	6.1	72	10.4
Senior females	27	3.9	64	9.3

Date With Peer Approval

A greater proportion of the females, 41.9 per cent, than males, 32.1 per cent, dated with peer approval most of the time. The category "sometimes" was checked by 43.5 per cent of the male respondents and 37.3 per cent of the females. More females than males tried to date with peer approval.

<u>Date with Peer Approval</u>	<u>Males</u>		<u>Females</u>	
	<u>Num- ber</u>	<u>Per cent</u>	<u>Num- ber</u>	<u>Per cent</u>
Most of the time	75	32.1	147	41.9
Sometimes	148	43.5	131	37.3
Seldom	117	34.4	73	20.8

Date With Peer Disapproval

Less than 2.0 per cent of the group pointed out that disapproval by peers influenced date selection. Thirty-five per cent of the male respondents indicated that peer disapproval probably would not interfere with date selection, while 56.8 per cent said it would not be influential. Twice as high a proportion of females than males reported peer disapproval probably would influence date selection. A greater proportion, 47.6 per cent, of the females checked the category "probably would not" than any other category. According to 35.6 per cent of the female respondents peer disapproval would not determine date selection.

<u>Date With Peer Disapproval</u>	<u>Males</u>		<u>Females</u>	
	<u>Num- ber</u>	<u>Per cent</u>	<u>Num- ber</u>	<u>Per cent</u>
Yes	3	0.9	5	1.4
Probably would	26	7.7	54	15.4
Probably would not	118	35.0	167	47.6
Would not	193	56.8	125	35.6

CHAPTER V

S U M M A R Y , C O N C L U S I O N S , A N D R E C O M M E N D A T I O N S

Dating is one of the greatest personal problems of college social life. Although a broad literature exists on dating practices of college students, much of it is based on observations, personal interpretation, and opinion rather than objective studies. The author of the present study investigated the dating and rating preferences of a selected group of male and female college students and sought to determine the extent to which the dating and rating complex exists within this group. The specific purposes of this study were

- 1) To determine student attitudes concerning the dating and rating preferences of men and women on a college campus.
- 2) To consider the distinction and similarity of responses between the male and female sample as to what college students think determines an individual's popularity as a date.
- 3) To examine the responses of the sample concerning what most college students think determines an individual's popularity as a date in relation to the responses which indicate the individual's choice of a date and of a possible marriage partner.
- 4) To compare the findings of this study with the findings of a previously investigated sample.

- 5) To explore selected personal background factors of male and female college students.

The sample for the study consisted of 691 male and female, freshman and senior, undergraduate students enrolled in Northeast Louisiana State College, Monroe, Louisiana, for the academic year, 1968-1969. The sample included 205 seniors and 486 freshmen representing 10 per cent of the total college undergraduate enrollment. The senior group was composed of 91 female students and 114 male students residing in the campus dormitories. Two hundred and twenty-six males and 260 females comprised the freshman groups.

Data for the study were acquired through the use of a "Dating Preference Survey" which obtained opinions about current dating and rating attitudes of college students and revealed personal and family background information about individual students. Respondents were asked to define a popular man and a popular woman on a college campus according to a list of 43 characteristics indicated in the survey form. The same traits were rated according to how the respondents characterized a date and a possible marriage partner. Each characteristic listed was rated in terms of very important, important, not important, and undesirable under the four categories: "Popular Men," "Popular Women," "Your Date," and "Prospective Mate."

DATING AND RATING PREFERENCES

The item characteristics included in the questionnaire were divided into five major groups as follows: personality characteristics, physical characteristics, sexual accessibility characteristics, sociability characteristics, and status achievement characteristics.

Personality Characteristics

Responses to 17 characteristics on the "Dating Preference Survey" disclosed the extent to which male and female respondents placed importance on personality characteristics as factors influencing a person's popularity on campus and influencing date and mate selection. Data reporting the responses for these traits indicated personality characteristics were rated as important factors in all the categories considered. For these characteristics, males and females tended to respond in a similar manner, regardless of classification. A greater proportion of the responding groups rated personality characteristics as being from important to very important determinants when rating a popular man and a popular woman on campus. Freshman and senior males reported these traits to be important for a date and very important for a prospective marriage partner. Similar responses to the male groups were recorded by senior females when considering a

date and a mate. A different trend was noted for the freshman females in comparison to the other responding groups. More of the freshman females rated personality characteristics as being very important in date and mate selection and a smaller proportion reported a rating of important.

Physical Characteristics

Respondents' rating preferences for three physical characteristics included on the questionnaire gave evidence that these traits were important in all the categories considered. Both male and female groups supported similar ratings in revealing physical characteristics as being important for a popular person on campus. When considering a date or prospective marriage partner, males responded in a significantly different manner than did females, regardless of classification. The predominant tendency for the male groups was to rate these traits from important to very important, whereas, the corresponding female groups tended to rate these traits as important to not important.

Sexual Accessibility Characteristics

Responses to five item characteristics revealed the extent to which respondents placed importance on sexual accessibility characteristics when defining a popular student on campus and characterizing a date and a possible marriage

partner. A greater proportion of each of the responding groups indicated it was not important for a popular person to possess sexual accessibility characteristics. The second largest rating for all the responding groups was the response of important. A different trend was found when rating these traits for a date. When comparing seniors to freshmen, regardless of sex, more seniors as compared to freshmen, rated sexual accessibility characteristics not important for a date and fewer seniors rated these traits important. More of the female groups in comparison to the male groups rated these traits undesirable and fewer of the females gave a very important response. When considering sexual accessibility traits for a prospective mate, senior males, in contrast to freshman males, tended to rate these traits as being very important for a date, whereas more freshman males gave a response of not important. Although both female groups supported a similar response for the prospective mate category, a greater proportion of senior females than freshman females revealed these traits as being very important and fewer seniors gave a rating of undesirable.

Sociability Characteristics

Data for the ratings of 11 sociability characteristics revealed by the four groups suggested that sociability traits were important for a popular man or popular woman on campus

and not important in dating and mate selection. Freshman and senior males, and freshman females agreed that sociability characteristics were not important for campus popularity. Senior females reported these traits were important for a man or a woman to be popular on campus. Although a greater proportion of each of the responding groups indicated sociability traits as being from not important to important in dating and mate selection, more freshmen than seniors rated these traits important, regardless of sex.

Status Achievement Characteristics

Seven characteristics on the questionnaire revealed the respondents ratings for status achievement traits as factors influencing popularity on campus and dating and mate selection. Data reporting the responses among the groups for these characteristics indicated status achievement characteristics were not important in all the categories considered. Senior females and freshman females placed more importance on status achievements in determining popularity on campus than did the corresponding male groups. Freshman males and senior males rated these traits as being more important for a male's popularity than for a female's popularity. When rating status achievement characteristics for a date and a future mate, freshmen and seniors responded in a significantly different manner, regardless of sex. Seniors placed less importance on

these traits when considering a date and a prospective marriage partner than did freshmen.

CORRELATION OF PRESENT RESULTS WITH PREVIOUSLY PUBLISHED DATA

Thirty-six item characteristics on the "Dating Preference Survey" were drawn from the questionnaire used by Robert Blood (7) with students at the University of Michigan. The characteristics which Blood found as being rated important for campus popularity were the most generally supported characteristics of the Northeast Louisiana State College campus rating complex. Data from the correlation of findings of these two investigations revealed that respondents in the present study placed more importance on the following characteristics than did respondents at the University of Michigan: "Gets along well with own sex," "Is emotionally mature," "Is popular with the opposite sex," and "Is prominent in activities." Respondents at Northeast Louisiana State College placed less importance on the following characteristics: "Is a good sport," "Is willing to join in a group," and "Is good looking, attractive."

BACKGROUND INFORMATION CONCERNING RESPONDENTS

The "Dating Preference Survey" obtained information concerning the participating subjects and the respective families.

Respondents in the study were primarily between the ages of 17 and 22 years. A greater proportion of respondents reported dating status as "playing the field." The first single date and double date occurred for both males and females between the ages of 13 to 15 years. The frequency of dating reported most often by the group was two or three times a week. A greater proportion of the sample were not sorority or fraternity members. Females tended to date more with peer approval than did males. Twice as high a proportion of females as males reported peer disapproval probably would influence date selection. The majority of the parents of the respondents married between the ages of 20 to 23 years. Subjects tended to rate parents' marriages either extremely happy or very happy.

CONCLUSIONS AND RECOMMENDATIONS

It is recognized that the methodology employed in this study revealed expressed attitudes rather than manifest behaviors, and that the sample was confined to one college campus in the southern region of the United States; both facts served to limit these conclusions for applications to college students in general. The conclusions apply specifically to

the 691 college students who participated in this study, but may also have consideration for other college students.

- 1) Male and female college students, regardless of classification, tend to support the same characteristics for campus popularity.
- 2) Personality characteristics, physical characteristics and sociability characteristics are most important in determining campus popularity.
- 3) Males place more importance on status achievement characteristics for a male's popularity than for a female's popularity.
- 4) The nature of a dating relationship determines the degree of importance placed on the characteristics rated.
- 5) As a dating relationship becomes more serious, males ascribe more importance on personality characteristics and sexual accessibility traits than do females.
- 6) Females consider physical characteristics as being less important for a prospective marriage partner than do males.
- 7) Freshmen ascribe more importance on sociability characteristics and status achievement characteristics when selecting a date and a prospective mate than do seniors.

The conclusions from this study served as a basis for the following recommendations:

- 1) Replication studies conducted in other sections of the country are needed to permit generalizations of research findings to the population in general and to call attention to changing trends in attitudes of college students.
- 2) Continuous research concerned with dating habits and attitudes of college students is needed for a better understanding of the present values, needs and interests of college students.

- 3) Improved methodology for obtaining data relating to dating preferences of college students would be of value.
- 4) Students in family life courses should be afforded the opportunity to discriminate between campus dating and dating norms as they see them and their own personal preferences in casual and serious dating to help achieve a better understanding of their own feelings about this important aspect of their social life.

B I B L I O G R A P H Y

1. Bayer, Alan E. "Early Dating and Early Marriage," Journal of Marriage and the Family. Vol. 30 (November, 1968).
2. Bell, Robert, and Leonard Blumberg. "Courtship Stages and Intimacy Attitudes," Family Life Coordinator, Vol. 9 (March, 1960).
3. Bell, Robert R. Marriage and Family Interaction. Homewood, Illinois: The Dorsey Press, 1967.
4. Bernard, Jessie. American Community Behavior. New York: The Dryden Press, Inc., 1949.
5. Blood, Robert O. "A Retest of Waller's Rating Complex," Marriage and Family Living, Vol. 17 (February, 1955).
6. Blood, Robert O. Marriage. New York: The Free Press, 1962.
7. Blood, Robert O. "Uniformities and Diversities in Campus Dating Preferences," Marriage and Family Living, Vol. 18 (February, 1956).
8. Bloom, Benjamin S. Stability and Change in Human Characteristics. New York: John Wiley and Sons, Inc., 1964.
9. Bowman, Henry A. Marriage for Moderns. New York: McGraw-Hill Book Company, 1965.
10. Broderick, Carlfred B. "Dating and Mating Among Teen-Agers," Medical Aspects of Human Sexuality, Vol. 2 (August, 1968).
11. Broderick, Carlfred B., and Stanley E. Fowler. "New Patterns of Relationships Between the Sexes Among Preadolescents," Marriage and Family Living, Vol. 23 (February, 1967).

12. Burgess, Ernest W., and Paul Wallin. Courtship, Engagement and Marriage. New York: J. B. Lippincott, 1954.
13. Burgess, Ernest W., and Paul Wallin. Engagement and Marriage. Philadelphia: J. B. Lippincott, 1953.
14. Cavan, Ruth Shonle. Marriage and Family in the Modern World. New York: Thomas Y. Crowell Company, 1966.
15. Christensen, Harold T. Marriage Analysis Foundations for Successful Family Life. New York: The Ronald Press Company, 1950.
16. Christensen, Harold T. "Student Views on Mate Selection," Journal of Marriage and the Family, Vol. 9 (Autumn, 1947).
17. Christensen, Harold T. "Dating Behavior as Evaluated by High School Students," The American Journal of Sociology, Vol. 57 (May, 1952).
18. Connor, Ruth, and Edith Flinn Hall. "The Dating Behavior of College Freshmen and Sophomores," Journal of Home Economics, Vol. 44 (April, 1952).
19. Cutler, Richard L. "Earlier Dating Problems in an Affluent Society," School and Society, Vol. 93 (February, 1964).
20. Dreger, Ralph Mason. "Just How Far Can Social Change Change Personality," Journal of Psychology, Vol. 64 (November, 1966).
21. Edwards, John N. "The Future of the Family Revisited," Journal of Marriage and the Family, Vol. 29 (August, 1967).
22. Ehrmann, Winston W. Premarital Dating Behavior. New York: Holt, Rinehart and Winston, Inc., 1959.
23. Freedman, Mervin B. "Sexual Behavior of College Girls," School and Society, Vol. 93 (April, 1965).
24. Freedman, Mervin B. "The Sexual Behavior of American College Women; An Empirical Study and an Historical Survey," Merrill-Palmer Quarterly, Vol. 11 (January, 1965).

25. Gibran, Khalil. The Prophet. New York: Alfred A. Knopf, 1923.
26. Good, Carter, and Douglas Scates. Methods of Research. New York: Appleton-Century-Crofts, Inc., 1954.
27. Green, Arnold, and Stuart Loomis. "The Pattern of Mental Conflict in a Typical State University," Journal of Abnormal and Social Psychology, Vol. 42 (July, 1947).
28. Grinder, Robert E. "Relations of Social Dating Attractions to Academic Orientation and Peer Relations," Journal of Educational Psychology, Vol. 57 (February, 1966).
29. Halleck, S. L. "Sexual Problems of College Students," Medical Aspects of Human Sexuality, Vol. 2 (May, 1968).
30. Hewitt, Lester. "Student Perceptions of Traits Described in Themselves and as Dating and Marriage Partners," Marriage and Family Living, Vol. 20 (November, 1958).
31. Hoyman, Howard S. "Sex and American College Girls Today," The Journal of School Health, Vol. 37 (February, 1967).
32. Kephart, William M. The Family, Society and the Individual. Boston: Houghton Mifflin Company, 1966.
33. Kirkpatrick, Clifford, and Theodore Caplow. "Courtship in a Group of Minnesota Students," The American Journal of Sociology, Vol. 51 (September, 1945).
34. Landis, Judson T., and Mary G. Landis. Building a Successful Marriage. Englewood Cliffs, New Jersey: Prentice-Hall, Inc., 1968.
35. Landis, Judson T. "Dating Maturation of Children from Happy and Unhappy Marriages," Marriage and Family Living, Vol. 25 (August, 1963).
36. Landis, Paul. Making the Most of Marriage. New York: Appleton-Century-Crofts, 1965.

37. Larson, Richard F., and Gerald R. Leslie. "Prestige Influences in Serious Dating Relationships of University Students," Social Forces, Vol. 47 (December, 1968).
38. LeMasters, E. E. Modern Courtship and Marriage. New York: The Macmillan Company, 1957.
39. Leslie, Gerald R., and Arthur H. Richardson. "Family Versus Campus Influences in Relation to Mate Selection," Social Problems, Vol. 4 (October, 1965).
40. Lowrie, Samuel W. "Dating Theories and Student Responses," American Sociological Review, Vol. 16 (June, 1951).
41. Lowrie, Samuel W. "Factors Involved in the Frequency of Dating," Marriage and Family Living, Vol. 18 (February, 1956).
42. McCormick, T. C., and A. P. Sundal. "Age at Marriage and Mate Selection," American Sociological Review, Vol. 16 (February, 1951).
43. McDaniel, Clyde O. "Dating Roles and Reasons for Dating," Journal of Marriage and the Family, Vol. 31 (February, 1969).
44. Mace, David. "The Present Status of Marriage in the United States," Medical Aspects of Human Sexuality, Vol. 2 (December, 1968).
45. Mussen, Paul. Handbook of Research Methods in Child Development. New York: John Wiley and Sons, 1968.
46. Niehuss, Natalie. "A Comparison of Certain Criteria Considered Important by College Freshmen and College Seniors in Mate Selection." Unpublished Master's thesis, University of Alabama, 1966.
47. Nimkoff, Meyer F., and Arthur L. Wood. "Courtship and Personality," The American Journal of Sociology. Vol. 53 (January, 1948).
48. Rogers, Everett M., and A. Eugene Havens. "Prestige Rating and Mate Selection on a College Campus," Marriage and Family Living, Vol. 22 (February, 1960).

49. Rubin, Isadore. "Sex and the College Student: A Bibliography of New Findings and Insights," Journal of National Association of Women Deans and Counselors, Vol. 26 (January, 1963).
50. Selltitz, Claire, Marie Jahoda, Mortin Deutsch, and Stuart W. Cook. Research Methods in Social Relations. New York: Henry Holt and Company, 1959.
51. Skipper, James K., and Gilbert Nass. "Dating Behavior: A Framework for Analysis and Illustration," Journal of Marriage and the Family, Vol. 28 (October, 1966).
52. Smart, Russell C. "Dating Patterns," Journal of Home Economics, Vol. 49 (December, 1957).
53. Smith, Eleanor, and J. H. Greenberg Monane. "Courtship Values in a Youth Sample," American Sociological Review, Vol. 18 (December, 1953).
54. Smith, Ernest A. "Dating and Courtship at Pioneer College," Sociology and Social Research, Vol. 40 (December, 1955).
55. Smith, Harold E. "Dating and Courtship Patterns, Some Explorations," The Journal of Educational Sociology, Vol. 35 (October, 1961).
56. Smith, William M. "Rating and Dating," Home Economics Research Publication 110. The Pennsylvania State College, (June, 1952).
57. Smith, William M. "Rating and Dating: A Re-Study," Marriage and Family Living, Vol. 14 (November, 1952).
58. Strauss, Anselem. "The Ideal and the Chosen Mate," The American Journal of Sociology, Vol. 52 (November, 1946).
59. Stroup, Atlee. Marriage and Family A Developmental Approach. New York: Appleton-Century-Crofts, 1966.
60. Turner, Joseph G. "A Comparative Study of Characteristics Used in Rating of Dates and of Dating Behaviors in Rural-Urban and L. D. S.-non-L.D.S. Samples." Unpublished Master's thesis, Brigham Young University, 1965.

61. Udry, J. Richard. "The Influence of the Ideal Mate Image on Mate Selection and Mate Perception," Journal of Marriage and the Family, Vol. 27 (November, 1965).
62. Udry, J. Richard. The Social Context of Marriage. New York: J. B. Lippincott, 1966.
63. Vernon, Glenn M., and Robert L. Stewart. "Empathy as a Process in the Dating Situation," American Sociological Review, Vol. 22 (February, 1957).
64. Wallace, Karl. "Factors Hindering Mate Selection," Sociology and Social Research, Vol. 44 (May-June, 1960).
65. Waller, Willard. The Family. Edited by Reuben Hill. New York: The Dryden Press, 1951.
66. Waller, Willard. "The Rating and Dating Complex," American Sociological Review, Vol. 2 (October, 1937).
67. Williamson, Robert C. "Dating, Courtship and the Ideal Mate: Some Relevant Subcultural Variables," Family Life Coordinator, Vol. 14 (July, 1965).
68. Winch, Robert F. Selected Studies in Marriage and the Family. New York: Holt, Rinehart, and Winston, 1962.
69. Womble, Dale L. Foundations for Marriage and Family Relations. New York: The Macmillan Company, 1966.

A P P E N D I C E S

A P P E N D I X A

DISTRIBUTION OF STUDENTS BY PARISHES AND STATES

DISTRIBUTION OF STUDENTS BY PARISHES AND STATES

Location	Men	Women	Total
Louisiana Parishes			
Acadia	17	3	20
Allen	18	2	20
Ascension	10	1	11
Assumption	5	1	6
Avoyelles	29	8	37
Beauregard	5	3	8
Bienville	13	4	17
Bossier	31	23	54
Caddo	207	163	370
Calcasieu	33	12	45
Caldwell	48	35	83
Cameron	1		1
Catahoula	46	44	90
Claiborne	23	9	32
Concordia	81	65	146
DeSoto	18	10	28
East Baton Rouge	102	41	143
East Carroll	52	61	113
East Feliciana	3	4	7
Evangeline	19	5	24
Franklin	102	130	232
Grant	8	13	21
Iberia	12	4	16
Iberville	17		17
Jackson	24	23	47
Jefferson	53	19	72
Jefferson Davis	23	7	30
Lafayette	19	2	21
Lafourche	17	5	22
LaSalle	56	37	93
Lincoln	16	14	30
Livingston	6	1	7
Madison	60	42	102
Morehouse	211	170	381
Natchitoches	2	1	3
Orleans	77	35	112
Ouachita	1371	1132	2503
Plaquemines	6	1	7
Pointe Coupee	8	4	12

DISTRIBUTION OF STUDENTS BY PARISHES AND STATES

(Continued)

Location	Men	Women	Total
Rapides	81	72	153
Red River	5	2	7
Richland	165	162	327
Sabine	4	4	8
Saint Bernard	19	10	29
Saint Charles	7	1	8
Saint Helena	1	2	3
Saint James	9		9
Saint John the Baptist	6	1	7
Saint Landry	19	3	22
Saint Martin	7		7
Saint Mary	19	14	33
Saint Tammany	13	8	21
Tangipahoa	15	7	22
Tensas	42	25	67
Terrebonne	19	4	23
Union	31	41	72
Vermilion	15	4	19
Vernon	11	2	13
Washington	4	8	12
Webster	52	38	90
West Baton Rouge	4	1	5
West Carroll	109	64	173
West Feliciana	9	3	12
Winn	25	11	36
Total	3549	2629	6178
States			
Alabama	4		4
Arkansas	91	39	130
California	1	3	4
Colorado	1	1	2
Connecticut	14	1	15
Delaware	4		4
District of Columbia	1		1
Florida	44	1	45
Georgia	3	1	4
Illinois	16	5	21
Indiana	1		1

DISTRIBUTION OF STUDENTS BY PARISHES AND STATES

(Continued)

Location	Men	Women	Total
Iowa	1		1
Kansas	1		1
Kentucky	1		1
Maine	2	1	3
Maryland	5		5
Massachusetts	34	5	39
Michigan		1	1
Mississippi	24	15	39
Missouri	4		4
Nebraska	1		1
New Hampshire	3	2	5
New Jersey	59	6	65
New York	95	7	102
North Carolina		3	3
Ohio	4	3	7
Oklahoma	1	1	2
Pennsylvania	29	3	32
Rhode Island	5	1	6
South Carolina	1	2	3
Tennessee	1	2	3
Texas	27	5	32
Vermont	3		3
Virginia	5	5	10
Washington	1		1
West Virginia	1	1	2
Wisconsin	1	2	3

A P P E N D I X B

DATING PREFERENCE SURVEY

DATING PREFERENCE SURVEY

A research project is being conducted on this campus concerning the dating preferences of college students. This information will be used in a doctoral study.

Would you please participate in this study by answering all the questions included in this questionnaire? In order for this study to be accurate and valid, it is extremely important that you answer the questions frankly and that you give serious thought and consideration before answering them.

Please **do not** sign your name. Your answers will be kept confidential. Your help and cooperation is highly appreciated.

* * * * *

We are interested in finding out how students on this campus define a popular man and a popular woman. This study is also concerned with your own opinion of a date and of a possible marriage partner. Would you please help us in gathering this information by answering all of the questions?

1. In your opinion how important do most students of your own sex consider each of the characteristics listed below to be in determining a man's popularity as a date on this campus? (CIRCLE YOUR ANSWER UNDER THE COLUMN HEADED POPULAR MEN as indicated below.)
2. In your opinion how important do most students of your own sex consider each of the characteristics listed below to be in determining a woman's popularity as a date on this campus? (CIRCLE YOUR ANSWER UNDER THE COLUMN HEADED POPULAR WOMEN as indicated below.)
3. How important do you, personally, consider each of the characteristics listed below to be in someone you would date—without any direct thought to marriage? (CIRCLE YOUR ANSWER UNDER THE COLUMN HEADED YOUR DATE as indicated below.)
4. How important do you, personally, consider each of the characteristics listed below to be in a date whom you viewed as a prospective marriage partner? (CIRCLE YOUR ANSWER UNDER THE COLUMN HEADED PROSPECTIVE MATE as indicated below.)

DATING PREFERENCE SURVEY

A research project is being conducted on this campus concerning the dating preferences of college students. This information will be used in a doctoral study.

Would you please participate in this study by answering all the questions included in this questionnaire? In order for this study to be accurate and valid, it is extremely important that you answer the questions frankly and that you give serious thought and consideration before answering them.

Please **do not** sign your name. Your answers will be kept confidential. Your help and cooperation is highly appreciated.

* * * * *

We are interested in finding out how students on this campus define a popular man and a popular woman. This study is also concerned with your own opinion of a date and of a possible marriage partner. Would you please help us in gathering this information by answering all of the questions?

1. In your opinion how important do most students of your own sex consider each of the characteristics listed below to be in determining a man's popularity as a date on this campus? (CIRCLE YOUR ANSWER UNDER THE COLUMN HEADED POPULAR MEN as indicated below.)
2. In your opinion how important do most students of your own sex consider each of the characteristics listed below to be in determining a woman's popularity as a date on this campus? (CIRCLE YOUR ANSWER UNDER THE COLUMN HEADED POPULAR WOMEN as indicated below.)
3. How important do you, personally, consider each of the characteristics listed below to be in someone you would date—without any direct thought to marriage? (CIRCLE YOUR ANSWER UNDER THE COLUMN HEADED YOUR DATE as indicated below.)
4. How important do you, personally, consider each of the characteristics listed below to be in a date whom you viewed as a prospective marriage partner? (CIRCLE YOUR ANSWER UNDER THE COLUMN HEADED PROSPECTIVE MATE as indicated below.)

For each characteristic circle the appropriate number under each column as follows:

Number 1 = Very important
Number 2 = Important

Number 3 = Not important
Number 4 = Undesirable

182

Popular Men	Popular Women	Item Characteristics	Your Date	Prospective Mate
1 2 3 4	1 2 3 4	Is considerate	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Is pleasant and cheerful	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Is neat in appearance	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Has a sense of humor	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Is a good sport	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Is willing to join in a group	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Has good sense, is intelligent	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Be natural	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Is appropriately dressed	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Is dependable	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Thinks of things to do	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Gets along well with own sex	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Is a well-rounded person	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Is honest, straight-forward	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Is well-poised	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Is an intelligent conversationalist	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Is emotionally mature	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Is a good listener	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Is good-looking, attractive	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Has polished manners	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Is popular with the opposite sex	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Doesn't have a reputation for petting	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Is affectionate	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Knows how to dance well	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Doesn't have a reputation for necking	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Goes to popular places	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Is willing to drink socially	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Is willing to neck on occasion	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Is prominent in activities	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Belongs to a sorority or fraternity	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Has a car or access to one	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Has plenty of money	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Is willing to pet on occasion	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Has plenty of clothes	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Dates popular students only	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Accepts last minute dates	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Has a good physique or figure	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Is willing to have sex relations	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Belongs to a specific fraternity or sorority	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Is willing to hear his date's side of a discussion	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Comes from a middle class family	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Avoids exploitation by the opposite sex	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	Comes from an upper class family	1 2 3 4	1 2 3 4

PLEASE CHECK TO MAKE SURE THAT YOU HAVE CIRCLED A TOTAL OF FOUR (4) RESPONSES FOR EACH CHARACTERISTIC—ONE UNDER EACH COLUMN.

(more on back)

PLEASE SUPPLY THE INFORMATION REQUESTED BELOW:

1. Age _____
2. Sex: a. Male b. Female (Circle one letter)
3. Classification: a. Freshman b. Senior (Circle one)
4. How large was the community in which you lived when you were in high school?
 - a. Up to 2,499 c. 25,000 to 49,999 e. 100,000 to 499,999
 - b. 2,500 to 24,999 d. 50,000 to 99,999 f. 500,000 or over
5. Your present religious preference: (Circle One)
 - a. Catholic c. Protestant
 - b. Jewish d. None
6. Are you a sorority or fraternity member? (Circle One)
 - a. Yes b. No
7. The age at which your father married was: (Circle One)
 - a. 15 or less d. 24-27 f. 31-34
 - b. 16-19 e. 28-31 g. over 35
 - c. 20-23
8. The age at which your mother married was: (Circle One)
 - a. 15 or less d. 24-27 f. 31-34
 - b. 16-19 e. 28-31 g. over 35
 - c. 20-23
9. At the present time, your parents are: (Circle One)
 - a. Both living together c. Separated e. Father deceased
 - b. Divorced d. Mother deceased
10. How would you describe your parent's marriage? Would you say it is: (Circle One)
 - a. Extremely Happy d. Just about average f. Unhappy
 - b. Very happy e. Not too happy g. Does not apply
 - c. A little happier than average
11. Approximately at what age did you have your first
Single date? _____ Double date? _____
12. Generally, do you try to avoid dating someone of a different religion? (Circle One)
 - a. Yes b. No
13. During the past month, you dated approximately: (Circle One)
 - a. Never d. Three times f. 2 or 3 times a week
 - b. Once e. Once a week g. Nearly every night
 - c. Twice
14. At present are you: (Circle One)
 - a. Playing the field d. Dropped f. Engaged
 - b. Steadily dating e. Pinned g. Not dating anyone
 - c. Going Steady
15. Do you or have you belonged to any campus organizations excluding sororities and fraternities?
If so, how many? (Circle One) Specify the type (s)
a-g a-c
 - a. one f. six a. Professional and honorary groups
 - b. two g. none b. Honor societies
 - c. three c. Student government
 - d. four d. Religious groups
 - e. five e. Others
16. How would you rate yourself as to your degree of participation in campus organizations, sororities, and fraternities? (Circle One)
 - a. Very high c. Moderate e. Very low
 - b. High d. Low f. Does not apply
17. Generally, do you try to date persons that are approved by your friends? (Circle One)
 - a. Most of the time b. Sometimes c. Seldom
18. Would you stop dating someone if your friends disapproved of them? (Circle One)
 - a. Yes c. Probably would not
 - b. Probably would d. Would not

Thank you for your help.

A P P E N D I X C

ITEM CHARACTERISTICS BY GROUPINGS

ITEM CHARACTERISTICS BY GROUPINGSPersonality Characteristics

Is considerate
Is pleasant and cheerful
Is neat in appearance
Has a sense of humor
Is a good sport
Has good sense, is intelligent
Be natural
Is dependable
Thinks of things to do
Is a well-rounded person
Is honest, straight-forward
Is well-poised
Is an intelligent conversationalist
Is emotionally mature
Is a good listener
Is affectionate
Is willing to hear his date's side of a discussion

Physical Characteristics

Is appropriately dressed
Is good looking, attractive
Has a good physique or figure

Sexual Accessibility Characteristics

Doesn't have a reputation for petting
Doesn't have a reputation for necking
Is willing to neck on occasion
Is willing to pet on occasion
Is willing to have sex relations

Sociability Characteristics

Is willing to join in a group
Gets along well with own sex
Has polished manners
Is popular with the opposite sex
Knows how to dance well
Goes to popular places
Is willing to drink socially
Is prominent in activities
Dates popular students only
Accepts last minute dates
Avoids exploitation by the opposite sex

Status Achievement Characteristics

Belongs to a sorority or fraternity
Has a car or access to one
Has plenty of money
Has plenty of clothes
Belongs to a specific fraternity or sorority
Comes from a middle class family
Comes from an upper class family