

PERCEPTIONS OF ATTRACTION AND GENDER
IDENTITY BASED ON GEORG SIMMEL'S
ESSAY ON "FASHION"

By

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Studying individual behaviors has always been of interest to me, but studying college student fashion behaviors is of even greater interest. By studying college students I have obtained a greater understanding of individual fashion behavior. I feel that an individual's clothing is actually an appendage of his/her personality, reflecting many personality characteristics about the individual. Looking over my studies at Oklahoma State University in the Master's Program I would like to express my thanks to people who have contributed to my overall educational experience which lead me to complete this study.

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CHAPTER I

INTRODUCTION

Statement of the Problem

In 1904 Georg Simmel suggested to his students, that in the future there would be nicotine free cigarettes, and girls free of femininity. Since Simmel's time, society has seen the advent of nicotine-free cigarettes and the rise of femininity free girls as well as the appearance of masculinity-free boys. This trend in our society is known as androgyny. Androgynous individuals have socially desirable characteristics of both males and females.

An individual's awareness of being masculine or feminine is known as gender identity. A person's gender identity sets the normative guidelines for sex appropriate behaviors. These sex appropriate behaviors are reflected in individuals' fashion innovation and their fashion conformity. Simmel (1904) defined fashion as:

A form of imitation and of social equalization but, paradoxically, in changing incessantly, it differentiates one time from another and one social stratum from another (p. 301).

This definition suggests that individuals use fashion as a representation of status. Fashion allows new generations to capture innovation from past eras. Bechectt (1987)

believes that the attraction that new generations feel for fashion is created by it's "wit".

The focus of this paper is upon George Simmel's observations of fashion and the relationship to attraction, gender identity, life satisfaction, self concept, social class, and attitudes towards women. Simmel (1904) stated, "there seems to be two tendencies in the individual soul as well as society." Simmel (1904), felt that individuals had within them tendencies which were primary forces in fashion behavior.

While fashion postulates a certain amount of general acceptance, it nevertheless is without significance in the characterization of the individual, for it emphasizes personality not only through omission but also through observance (p. 296).

Individual's psychological concept of being masculine or feminine (gender identity), ideas of attraction and fashion shall be investigated. Attraction, gender identity, life satisfaction, self concept, social class, and attitudes towards women are to be examined as they are related to fashion in Georg Simmel's 1904 essay "Fashion". Ideas of masculinity, femininity and attraction are closely tied to self identities and also to fashion behaviors. Individual's fashion conformity and innovation Simmel believed was tied to their social standing, gender identity, life satisfaction, future orientation, and self concept.

Subjects were given questionnaires in order to discover if what Simmel suggested about fashion in 1904 is still relevant today, over eighty years later. Approximately 395

undergraduates on the Oklahoma State University campus were surveyed. It is believed that person's fashion behavior will be highly related to attraction, gender identity, life satisfaction, self concept, social class, and attitudes towards women as Simmel suggested. The results will determine if fashion in 1904 as suggested by Simmel are similar to the fashion behavior and gender behavior of the 1980's.

In order to collect the data a convenience sample was taken in which questionnaires were handed out. Subjects were asked to complete a questionnaire consisting of two Bem Sex Role Inventories (the first concerned their perception of self, and the second dealt with their perception of the ideal opposite sex), two sections of the Sproles' Fashion Inventory (SFI), questions on class orientation, status concerns, self esteem, life satisfaction, future orientation, feelings towards women, several demographic questions, and general open-ended questions concerning clothing preferences. The Bem Sex Role Inventory (BSRI) was chosen because it separates masculine, feminine, and undifferentiated individuals into separate categories. The sample consisted of 380 Oklahoma State University undergraduate students drawn from Introductory Sociology classes, which consisted of mainly lower-division students. The larger sample size provided an adequate comparison of males to females. There were 170 males represented in the study and 210 females in the study.

Objectives

The major objective of this paper is to compare Georg Simmel's observations of fashion to the fashion behavior of college students in the 1980's. Another objectives of this paper is to examine the relationship between gender, fashion and attraction based upon Simmel's 1904 observations. Taking Simmel's observations a step further and applying them to a gender identity and individual conception of attractiveness is also an objective of this paper. Thus with these objectives several research questions are asked of the current observation of fashion.

1. Will traditional males (high on masculine, low on feminine items of the BSRI) tend to describe ideal females as those who score high on feminine items only of the BSRI?
2. Will traditional females (high on feminine, low on masculine items of the BSRI) tend to describe ideal males as those who score high on masculine items only of the (BSRI)?
3. Will males and females who score higher on Fashion Behavior tend to score higher on Life Satisfaction?
4. Will males and females who score higher on Fashion Behavior tend to score higher on Self Esteem?
5. Will traditional males and females (as indicated by a median split of the BSRI scale) score higher on Fashion Behavior than nontraditional males or females?
6. Will traditional males and females (as indicated by a median split of the BSRI) score higher on Feelings Towards Women than nontraditional males or females?
7. Will males and females who score higher on Fashion Behavior score higher on Status Concern?
8. Will females tend to score higher on Fashion Behavior Scales than males?

CHAPTER II

REVIEW OF THE LITERATURE

Introduction

Using C. Wright Mills (1959) description of "the sociological imagination" as awareness of the relationships between personal experiences and social occurrences, a general theory of individual fashion behavior can be constructed. The experiences in the college environment effects student groups characteristics which in turn effect individual's sense of self, attitude, beliefs and values. These personal experiences are all affected by an environment dominated by peer expectations. It is within this environment that George Simmel's 1904 ideas concerning fashion are explored.

The literature review presents several aspects of fashion as it is related to the world around the individual and to Simmel's essay on "Fashion". The literature is presented according to those studies related to: (1) attraction (2) gender identity, (3) fashion behavior (4) self concept and life satisfaction (5) social class and (6) feelings toward women.

Theoretical Orientation

Studies Related to Attraction

In Social Psychology much attention is given to the study of attraction. Typical responses people tend to give for being attracted to another are that: (1) they share similar beliefs and interests; (2) they have a skill, ability, or are competent; (3) they are pleasant, admirable, loyal, reasonable, honest and kind; and (4) they like them in return (Aronson, 1976). Simmel (1904) believed that people are attracted to others based on characteristics which suggest that they are pleasant, admirable, reasonable, honest, and kind. Fashion allows individuals to make social statements about who they are similar to and what type of personality they possess.

Lott et al. (1969) found that persons who have personality traits associated with androgyny (attentive, competent, dependable, kind, patient, responsible, unselfish, warm) are more attractive to others, while persons not having those socially desirable traits listed above are less attractive to others. Lee (1982) suggests that androgynous individuals rate higher on measures of social desirability. Individuals who possess these socially desirable characteristic will be more attractive to others.

Dion, Berscheid, and Walster (1972) investigated the "beautiful is good" phenomenon. The results suggested that a physical attractiveness stereotype exists. Those who are

perceived as more physically attractive are given differential treatment by others (Dion et al., 1972). Agnew (1984) asked the question; "Are the Beautiful really good?" He found that attractive individuals develop a more positive self concept, lead happier lives, and have a greater need for self development. The literature suggests that attraction and appearance are connected. Individuals are given characteristics based upon the perceptions that society has of them. Positive traits (attentive, competent, dependable, kind, patient, responsible, unselfish, warm) are shown to be related to social desirability for both men and women (Lee, 1982; Bem, 1974; Bem and Anderson, 1981). People who are attractive tend to be more socially desirable to those around them. Steele (1985) felt that:

Fashion, like body paint, tattooing, jewelry, and clothing is used to decorate the body, and draw attention to sexual characteristics (p. 56).

Mathes and Kahn (1975) reported that physical attractiveness "buys" more for women than for men, and the most prominent outcomes obtained by physical attractiveness, friends and dates, are of greater value to women than men. Being attractive make females happier, and gives them a greater sense of self esteem (Mathes and Kahn, 1975). Thus, females might have more of a vested interest in fashion than males.

Georg Simmel (1904) when describing primitive fashion and behavior of people suggested, ". . . similarly dressed persons exhibit relative similarity in their actions"

(p. 298). Aronson (1976) suggested:

Similarities can lead to attraction in two ways: first, people who share opinions similar to our own provide us with social validation of our beliefs; and second, we generally make certain negative inferences about the character of those who disagree with us. . . (p. 156).

Thus, persons tend to be attracted to those whose personality characteristics are most like their own. Scher (1984) suggests that females describe both their ideal self and their ideal opposite as androgynous (based on the categories of the Bem Sex Role Inventory). Males, however, describe androgynous models of themselves (based on the categories of the Bem Sex Role Inventory) but traditional sex typed models of their ideal opposite sex. Being attracted to those most like ourselves is somewhat contradicted by this study of gender identity. Lott, Lott, Reed and Crow (1970) found that individuals like those persons who have in common certain personality traits and disliked persons who have traits different than their own.

Studies Related to Gender Identity

Perceptions of gender and appropriate gender behaviors are becoming more ambiguous in today's society. Ideas of masculinity and femininity are no longer seen in the rigid confines of traditional ideology (Rubin, 1976, Pleck, 1976) Now a wider range of gender appropriate behavior is becoming more common. Gender identity as defined by Bem (1974), treated masculinity and femininity as two independent dimensions. Subjects could score high on both dimensions

(androgyny), low on both dimensions (undifferentiated), or high while low on the other (masculine or feminine). The basic concept of the Bem Sex Role Inventory (BSRI) is that a traditional sex typed individual is someone tuned in with the behaviors socially appropriate for each gender. Kathryn Urberg (1982) suggested that once an individual discovers in childhood that there is no chance of becoming a member of the opposite sex, behaving in an inappropriate non-sex-typed manner can allow individuals to become more flexible in their gender behaviors. Bem and Lenney (1976) suggest that traditional males and females are more likely to avoid cross sex behavior than are their nontraditional counterparts. A traditionally sex-typed person would be expected to stay consistent with the idealized image of masculine or feminine. Lee and Sheurer (1982) suggested that androgynous and feminine typed individuals rated higher on measures of social desirability and psychological well being. Rosenkranta et al. (1968) found that characteristics and behaviors associated with masculinity were more socially desirable than those associated with femininity. These stereotypical views of masculine and feminine identify men as "aggressive", "work minded" and "capable of leadership" while viewing women as "sensitive", "affectionate" and "conscious of appearance" (Bem, 1974; Smith and Midlarsky 1985). Anderson and Bem (1981) found that androgynous males' ratings of what they perceive to be socially attractive in females. Androgynous women on the other hand,

actually rated unattractive subjects as more socially attractive than their ratings of the more socially attractive subjects (self perceived attractiveness). McPherson and Spetrino's (1983) found that androgynous women did not rate ideal men and women differently; however, androgynous men did rate ideal men and women differently. Bem (1981) proposed a Gender Schema Theory in which sex-typing results from the fact that the self concept of a person becomes assimilated into what can be called a gender schema. Self concepts of gender becomes incorporated into this schema, and attitudes one has about others are judged according to this schema. Bem (1981) also suggests that sex typing is a process by which a society transmits males and females into masculine and feminine gender-identities. Scher (1984) found males and females in describing themselves will describe an androgynous model. Males, however, will describe traditionally sex typed (as determined by the BSRI) ideal male models and ideal opposites. In reviewing the literature, androgynous individuals are seen as more likely to become attracted to those unlike themselves.

A relationship between gender and clothing style and attraction can be observed. Steele (1985) suggests that:

The complexity of human sexuality and its potential polymorphous perversity are both controlled and expressed through clothes (p. 50).

Taking the literature which has been reviewed into account, it can be suggested that attraction, gender identity and

fashion are interrelated. Thus, individual concerned with maintaining a image consistent with their own gender will be more concerned with current fashion. The following section shall further draw out Simmel's 1904 observations of fashion, with other observations of how fashion is more than just clothing.

Studies Related to Fashion Behavior

The focus of the following section shall be to look at Simmel's concept of fashion. Simmel felt fashion had two dimensions innovation and conformity. Innovation is individual consciousness of current fashions, while conformity is the social consciousness of current fashions. Innovation and conformity are two properties of fashion which exist in the personality of individuals (Simmel, 1904). However, individuals who chose not to stick to the norms of gender behavior and traditional ideas but express their personality through fashion are innovators. Those individuals who do imitate the fashion of others and stick to the traditional styles are conformist. Simmel (1904) suggested that:

Whoever consciously avoids following the fashion does not attain the consequent sensation of individualization through any real individual qualification, but rather through mere negation of the social example. If obedience to fashion consists in imitation . . . (p. 296).

Simmel (1904) also felt that fashion trickles down through the classes from the upper to the lower. The upper class possess socially desirable characteristics which those who

are lower in the class structure aspire to possess. Zorbaugh (1929) suggested that "When the shopgirl moves up to the new style, that style is abandoned. Zorbaugh (1929) goes on to suggest that individuals live in a fast paced world where fashion and change is "too rapid." Thus, in our society and many others throughout the world upper class fashion is perceived as more socially desirable and more physically attractive. Dion et al. (1972) found that those people who were physically attractive were perceived by others to be more socially desirable in their behaviors. "Human nature requires motion and response, receptiveness, productivity, and a masculine and a feminine principle united in every human being" (Simmel, 1904). Sapir (1931) believed that changes in fashion depended on the prevailing culture and on the social ideals which conform to it. Thus, college fashion differs somewhat from the prevailing culture's fashion in that it represents student's status aspirations and their bid for a satisfying life. Veblen (1953) believed that fashion was an expression of the pecuniary culture. Veblen (1953) suggested that:

In a common run of cases the conscious motive of the wearer . . . is the need of the conforming to established usage, and of living up to the accredited standard of taste and reputation (p. 123).

Fashion is a representation of the individual self, and self concept while being an important part of attraction and gender identity. The review of the literature on attraction and gender identity has taken the

view that the integration of male and female traits in the individual produces higher levels of socially desirable characteristics in people. From a person's integration of both male and female traits, it is conceivable to suggest that higher levels of physical attractiveness will be achieved through a person's display of self through their fashion behavior. This allows individuals to know about the other's personality and to make decisions concerning the relative attraction to other individuals. Individuals should thus be more attracted to those who have gender identities like their own. The following section shall deal with fashion, attraction, self concept and gender identity.

Studies of Self Concept and Life Satisfaction

Georg Simmel's 1904 essay "Fashion", suggested that fashion is a way of individual conformity while allowing for individuality. Fashion is a representation by clothing styles and preferences of the individual's feelings of being a part of the society and feelings of being accepted by certain societal groups (Hinton and Margerum, 1984, Bouska and Beatty, 1978). Simmel (1904) suggested that those who set the fashions will be imitated; "He leads the way, but all travel the same road." Simmel viewed the individual within society struggling to conform. He further believed in order for the individual to display a "self," fashion was a means to that end. Through fashion, individual's attitudes, beliefs and values are displayed.

Individual conception of self is built by those who surround them. Goffman (1959) suggests that individuals build self through the use of props and impression management. These props are generally the way one dresses. Impression management is based largely on appearance (Goffman 1959). Mead (1985) suggests that individuals acquire a sense of self based upon "the generalized other." The "generalized other allows the individual to understand societal perceptions of one's self. Cooley (1929) suggests that individuals develop a self which uses others to adjust behavior. Cooley (1929) felt that a "Looking Glass Self" is developed to help individuals act in a conforming manner. Thus the self which we present has many dimensions. These dimensions of the self are displayed through fashion. Goffman (1959) felt that self which we desire to present to others is the one which we display on "front stage regions." This is the self we manipulate with a desired appearance usually achieved through one's fashion choices. Individual fashion behavior is reflective of the style of self that one aspires to present to others. Fashion is the individual's way to display self to others as a positive or negative reflection of self, dependent on the impression he or she wish to convey to others. Packard (1959) felt that fashion is a way individuals ". . . Tend to think of their dressing in terms of self-expression" (p. 87).

The development of self is related to those around the individual. Environment and personality must be viewed as a

two-way street; environment and events shape people but also play an important part in selecting and shaping their own experiences (Luck and Heiss, 1972). The development of self and personal appearance are tied to the individual's environment. Goffman (1956 [1985]) suggested that:

If the individual could give himself the deference he desired there might be a tendency for society to disintegrate into islands inhabited by solitary cultish men, each in continuous worship at his own shrine (p. 276).

Kness (1983) reported that individuals feel clothing satisfaction when they possess casual as well as dressy clothing in their wardrobes. The variety that an individual needs allows for security and feelings of esteem in different situations. With the developing a positive self concept individuals tend to also develop more fashion consciousness as a reflection of their selves. Davis (1985) felt that personality traits were associated with self concept. He felt that the overt behavior of wearing specific kinds of clothing reflected the personality of individuals. Coleman, Herzberg and Morris (1976) found that in older adolescents, development goes from a focus on self to a focus on the future. This development of future orientation leads these precollege subjects to focus more on outer concerns (Coleman, Herzberg and Morris 1977). These outer concerns can lead to more concern with fashion, gender identity and attractiveness to others. Rust and McCraw (1984) found that an inter-relationship exists among masculinity, femininity and peer acceptance. During

adolescence appearance has been shown to be related to positive self concept (Musa and Roach 1973). Belk (1985) found that materialism in fashion produced false happiness, and that individuals who are materialistic feel that happiness is the next purchase away. Luck and Heiss (1972) found that social determinants of self esteem is positively linked to a number of job dimensions, including income, prestige, upward mobility and personal satisfaction.

In this section of the paper the focus has been to relate self concept, life satisfaction, fashion, and attraction. Thus, individuals whose self conception is high and also have a high amount of life satisfaction will tend to be more fashionable and also more socially attractive according to the literature. In the following section the relationship between self and social class shall be discussed in relationship to fashion behavior.

Studies Related to Social Class

Simmel's 1904 essay on fashion was written during the Victorian era, this was a time of conspicuous consumption and bold divisions between the classes. Fashion thus, was a societal factor which was seen by Simmel (1904) as being a class divider. Simmel (1904) suggested:

Fashions differ for different classes--the fashions of the upper stratum of society are never identical with those of the lower; in fact, they are abandoned by the former as soon as the latter prepares to appropriate them (p. 295).

Fashion is a cultural universal which is apparent in

even the most primitive of societies. With the more complex and industrializing societies, fashion took a new face. Fashion has become the modern day 'tool of tell' in a world where first appearance is the key to understanding the individual. Fashion becomes an opening statement about the character of an individual. Zorbaugh (1929) suggest:

About the social game has grown up a vast amount of ritual, conventional way of doing things, that serves to set off the aristocracy from the 'common'(p. 45).

This view of fashion has a conflict theme of class, social position and fashion. The assumption, suggesting that lower classes strive to emulate the upper classes because of perceptions of attractiveness of current fashions, parallels Simmel's thoughts regarding the mystique of fashion. Simmel (1904) suggests:

Fashion on the other hand signifies union with those on the same class, the uniformity of a circle characterized by it, and, 'uno actu' the exclusion of all other groups (p. 296).

Fashion produces class distinction; it allows individuals to make spot decisions about others and their relative standing in relation to others. Packard (1959) felt that when individuals get beyond their status in their ventures in the shopping arena they feel uncomfortable. He also believed that "clothing has been one of the most convenient, and visible, vehicles known for drawing class distinctions" (1959). What an individual wears as related to status and social class has a symbolic nature which continuously changes and is altered by time and place.

Barber and Lobel (1952) suggest that:

Fashion in clothes has to do with the styles of cut, color, silhouette, stuffs, etc. that are socially prescribed and socially accepted as appropriate for certain social roles, and especially with the recurring changes in these styles (p. 131).

Fashion then has this ability to represent symbolically and distinguish one class from another. Thus, an individual's interaction in the social world is constantly confronted with the pressure to conform, impress, and not make a faux pas. Finally, a person's gender identity, self concept, and social class are seen as interrelated factors in the fashion conscious, which individuals present impressions for society to make judgements upon. Thus, leading to the next section of the paper which shall examine women, men, society and fashion.

Simmel's observations of fashion from a Victorian perspective of conspicuous consumption is much the way fashion appears to be today. Fashion allows individuals to represent their status in society. Fashion divides the classes because of the cost and availability of items which the lower classes can not possess. Thus, Simmel's observations of fashion should still be relevant in today's world.

Feelings Towards Women

In the world of appearance it has been a common view that males were far less fashion conscious than females.

Simmel (1904) suggests that:

In a certain sense fashion gives woman a compensation for her lack of position in a class based on a calling or profession. The man who has become absorbed in a calling has entered a relatively uniform class within which he resembles many others, and is thus often only an illustration of the conception of this class or calling (p. 320).

In this view of fashion and gender it would seem that women are more fashion oriented since they do not work as men are less fashion oriented because they do work. Veblen (1953) suggest that:

The dress of women goes even farther than that of men in the way of demonstrating the wearer's abstinence from productive employment (p. 153).

These views show variation by class and status in individual fashion behavior. Madden (1987) reports that femininity by traditional definition is outer directed, a way of acting that focuses on pleasing others. Madden (1987) also felt that femininity as something in a bottle or shopping bag is an out of date idea. In society today women in the work force are as important as their male counterparts. Why then would women still be more fashion conscious than men? Sapir (1931) suggests that:

Women have been the kept partner in marriage and has had to prove there desirability by ceaselessly reaffirming her attractiveness as symbolized by novelty of fashion (p. 141).

Using this idea that women must constantly be on the defensive to prove their desirability to others because their presentation of self is more important also seems to be inadequate in the fast paced social world of women as

well as men. Barber and Lobel (1952) suggests that: "for college girls is written with overwhelming emphasis the appropriateness of 'casuals' and 'classics' in clothing styles." Belk and Snell (1987) found that college men regarded women as less dominating, more vulnerable, more interpersonal, and more emotionally insightful than men. Thus, when men and women compete in the world, at work or in their relationships, the male stereotyping of women persist in traditional males. Simmel and Sapir do not seem to be as realistic in an environment where male and female roles are moving closer and closer (Rubin, 1976 and Benard, 1976). Male and female roles are changing. Roper and Labeff (1977) report that older as well as younger generations are more favorable toward feminist issues concerning economic and political statuses of women, while less favor was given toward domestic and conduct issues. Thus, individuals with traditional ideals concerning gender will show more concern with women's rights than those individuals with less traditional ideals concerning gender.

Definitions of Terms

Masculine Items

Masculine Items are those items on the Bem Sex Role Inventory which are designated to reflect societally accepted ideals of the male gender.

Feminine Items

Feminine Items are those items on the Bem Sex Role Inventory which are designated to reflect societally accepted ideals of the female gender.

Ideal Opposite

Ideal male is defined by individuals who chose Items on the Bem Sex Role Inventory to represent a model of the choice individual of the opposite gender.

Traditional Male

A traditional male is an individual whose responses to masculine items on the Bem Sex Role Inventory are high and their responses to the feminine items are low.

Traditional Female

A traditional female is an individual whose responses to feminine items on the Bem Sex Role Inventory are high and their responses to the masculine items are low.

Fashion Behavior

Fashion behavior is behavior which is displayed in clothing choices by the

individual. These clothing choices are looked at in terms of how much the individual conforms to current societal fashion trends.

Life Satisfaction

Life satisfaction is the individual's perception of their life as happy (scores higher on positive items) or lacking (scores higher on negative items) as measured by the Affect Balance Scale.

Self Esteem

Self esteem is positive or negative conception of Self as based upon A Self Esteem Scale. Individuals with positive self esteem are those scoring higher on the positive items about self of the scale. While Individuals with negative self esteem are those scoring lower on the positive items about self and higher on the negative items about self.

Feelings Towards Women

Attitude towards women is the feelings that an individual possess concerning their judgement of females and the

privileges that they should have as based upon the Polarization Scale.

Research Propositions

The following propositions are consistent with the theories which have been presented in this section of the paper and will be tested and analyzed in the following chapters.

1. Traditional males (high on masculine, low on feminine items of the BSRI) will tend to describe ideal women as those who score high on feminine items of the BSRI.
2. Traditional females (high on feminine, low on masculine items of the BSRI) will tend to describe ideal men as those who score high on masculine items the (BSRI).
3. Males and females scoring higher on Fashion Behavior will tend to score higher on Life Satisfaction.
4. Males and females scoring higher on Fashion Behavior will tend to score higher on Self Esteem.
5. Traditional males and females (as indicated by a median split of the BSRI scale) will score higher on Fashion Behavior than nontraditional males an females.
6. Traditional males and females (as indicated by a median split of the BSRI) will score higher on Feelings Towards Women than nontraditional males and females.
7. Males and females scoring higher on Fashion Behavior will score higher on Status Concern.
8. Females will tend to score higher on Fashion Behavior Scales than males.

CHAPTER III

METHODS AND ANALYSIS OF THE DATA

Introduction

The first chapter examines the purposes of this study, while the second reviews the literature and builds a theoretical orientation for this study. The present chapter examines the methods used to gather and analyze the data.

Research Design

The research was a cross-sectional survey. Questions on the survey consisted primarily of closed-ended likert measures. Subjects were asked to complete a questionnaire consisting of two Bem Sex Role Inventories (the first concerned their perception of self, and the second dealt with their perception of the ideal opposite sex), two sections of the Sproles' Fashion Inventory, questions on class orientation, status concerns, self esteem, life satisfaction, future orientation, attitude towards women, several demographic questions, and general open-ended questions concerning clothing preferences.

Research Procedures

Procedures of Data Collection

The selection process involved convenience sampling of Introductory Sociology classes offered in the spring of 1986. Instructors of these courses were asked for the use of their students in this sample. The sampling process included eight of the introductory courses. Students were briefed by the author on the purposes of the survey, the topic of the research, and given general instructions on the completion of the questionnaire. They were also informed that filling out the questionnaire was completely voluntary and were asked to fill out the questionnaire as honestly as possible. The average amount of time spent filling out the questionnaire was 30 to 45 minutes. When the students were finished, they were thanked for their participation and help. Approximately 395 surveys were handed out in these classes. Of these 380 were usable. This gave a 96% usable response rate. A debriefing of the students was then done in which a short description of the intent of the study was given.

To assess how students' attitudes toward the different aspects of fashion related, a factor analysis of each scale was computed using the Statistical Analysis System (SAS) on the university's mainframe computer. The factor analysis allowed the factors to be viewed as they varied from the other items within each sub-scale of the questionnaire, thus

revealing if these subscale items shared common factor variance and what the relationships between the items was.

Sample Description

The sample consisted of 380 Oklahoma State University undergraduate students drawn from Introductory Sociology classes who were mainly lower-division students. The larger sample size provided an adequate number of males to compare to females with 170 males and 210 females participating in the study (see Table I). Looking at the table, the demographic characteristics of this sample can be seen. The sample contained more females than males (55% female, 45% male). Individuals surveyed also tended to be middle class (85%), freshmen (65%), between the ages of 18 and 20 (79%), living in the residents halls (50%), and from towns with populations between 10,000 to 600,000 (61%).

Generalizability

These data were gathered as a convenience sample. The data that were gathered from a sample of Introductory Sociology students at a single point in time (spring of 1986), and no attempt is made to generalize from it to any other population. However, a description of the nature of the sample is given in order to determine if the subjects makeup some extremely unusual groups or if they fall in the general mainstream of U.S. college students. From the description of the current sample the latter was concluded.

TABLE I
 PERCENTAGES OF DEMOGRAPHIC
 CHARACTERISTICS
 OF THE SAMPLE

Characteristic	Categories	Total	Percent
Sex	Males	170	44.7
	Females	210	55.3
Reported Class Standing	Lower	18	4.7
	Middle	324	85.3
	Upper	36	9.5
Place of Residence	With Parents	18	4.7
	Fraternity-Sorority	70	18.5
	Residence Hall	191	50.4
	Married Student Housing	8	2.1
	Off campus	89	23.5
Year in School	Freshman	248	65.3
	Sophomore	81	21.3
	Junior	32	8.4
	Senior	18	4.7
Age	18 years old	114	30.4
	19 years old	141	37.6
	20 years old	40	10.7
	21 years old	31	8.3
	22 years old	18	4.8
	23 years old	5	1.3
	24 years old	4	1.1
	25 years old	6	1.6
	26 years old	15	3.3
Size of Hometown	Live on farm or ranch	26	6.8
	Town, under 2,500	34	8.9
	Small town, 2,501 to 10,000	45	11.8
	Small city, 10,001 to 25,000	48	12.6
	City, 25,001 to 50,000	67	17.6
	City, 50,001 to 100,000	38	10.0
	City 100,001 to 600,000	71	18.7
	City 600,001 to 100,000,000	31	8.2
	City, 1,000,001 or larger	20	5.3

Others can generalize or apply these results where they feel appropriate.

Questionnaire Rationale

For the purposes of this study a questionnaire was developed using existing scales. These scales were known to produce valid and reliable results in past studies. These scales were carefully chosen to correspond to Simmel's 1904 observations of fashion (see Appendix I).

First, the short form of the Bem Sex Role Inventory (BSRI) was chosen because it is a valid and reliable measure of gender identity. This form of the BSRI separates masculine, feminine, androgynous, and undifferentiated individuals into separate categories just as the original longer form of the BSRI. These categories work well with Simmel's (1904) observations of fashion. For example, Simmel (1904), when writing of fashion stated:

It is not only the mixture of individual peculiarity with social equality . . . in other words, we have here the mixing of a masculine and a feminine principle . . . indifferent in itself, may lend to fashion a special attraction. . . (p. 311).

Next, the Sproles' Fashion Inventory (SFI) was chosen because it separates responses into innovation and conformity categories. This corresponds with Georg Simmel's (1904) definition of fashion as having two distinctive elements--desire (innovation) and assimilation (conformity).

A variation of a scale developed by Walter C. Kaufman was chosen to measure subject's status concerns. This scale

was chosen because it measures individual concerns with status mobility with respect to appearance, status consciousness, and self concept. These issues are related to observations which Simmel (1904) noted concerning fashion:

Fashion raises even the unimportant individual by making him the representative of a class, the embodiment of a joint spirit (p. 298).

The Affect Balance Scale developed by Bradburn (1969) is used in measuring an individual's life satisfaction. This scale was originally developed to measure psychological well being and looks at factors which Simmel noted in his observations of life satisfaction in 1904 with relation to fashion. Simmel (1904) felt that fashion offered satisfaction because it offered, ". . . control over any sphere of an individual's life . . ." (p. 297).

Next a scale developed by Bachman, O'Malley and Johnston (1978) was used to measure individual self-esteem. This scale was chosen because it measures how individual's view themselves. This measure of self works well with Simmel's observations of the character of individuals attracted to what is fashionable. The scale items by Bachman, O'Malley and Johnston (1978) correspond to Simmel's conception of individual self expression through fashion:

A weak person steers clear of individualization; he avoids dependence upon self with its responsibilities and the necessity of defending himself unaided (p. 304).

Finally, a scale developed by Jones and Jones (1973) was used to measure the opinions which individuals feel

towards women. This scale was chosen because it measured the attitudes which individuals of each gender feel toward women. This corresponds to Simmel's (1904) observations of men, women and fashion when he suggested that:

The emancipated woman of the present, who seeks to imitate in the good as well as perhaps also in the bad sense the whole differentiation, personality and activity of the male sex, lays particular stress on her indifference to fashion (p. 320).

Questionnaire Past Validity, Past
Reliability, and Current
Study

Bem Sex Role Inventory

Past Reliability. In order to estimate the internal consistency of the short BSRI, Bem (1974) computed coefficient alpha for males and females. Individual scores were computed for individuals on femininity, masculinity, and femininity-minus-masculinity difference scores. All three scores for individuals proved to be reliable since the coefficient alpha as reported by Bem (1974) on test retest reliability ranged from .76 occurring for males describing themselves on the masculine items to .94 for females also describing themselves on masculine items. Thus, the BSRI has been found to be a reliable scale in past research.

Past Validity. In order to estimate the validity of the short BSRI, Bem (1974) performed factor analyses for females and males separately on the forty feminine and masculine items from the long BSRI. Items on the long

version of the BSRI which loaded at .35 or lower were extracted and subjected to a varimax orthogonal rotation. Eleven of the original feminine items and fourteen of the original masculine had factor loadings above the .35 criterion. These twenty five characteristics make up the short form of the BSRI Bem (1981).

Current Study. In the current study a factor analysis was calculated for each measure of masculinity and of femininity items of the BSRI. Students were asked to describe their ideal opposite and then to describe their ideal self on another BSRI. Consequently factor analysis was used to examine the scales, and all 20 items on the short version of the Bem Sex Role Inventory had factor loadings above .30 on the first unrotated factor for each sex role measured. The highest loading of the masculine ideal self was the "dominance" item at .76, and the lowest loading on the ideal self masculine items was "independence" at .56. The highest masculine characteristic for one's ideal opposite was "assertiveness". The lowest factoring masculine item for one's ideal opposite was also "independence" at .48 (see Table II). The highest loading of feminine ideal self was the ability to be tender at .84. The item which loaded the lowest on ideal self for feminine items was the ability to love children at .34. The highest loading for feminine items on perceptions of ideal opposite was "warmth" which loaded at .82. And the lowest loading for feminine items on one's ideal opposite was also the

TABLE II
 FACTOR LOADINGS OF IDEAL SELF AND IDEAL
 OPPOSITE FOR MASCULINITY ITEMS

MASCULINITY	First Unrotated Factors	
	IDEAL SELF	IDEAL OPPOSITE
Has leadership abilities	.65	.70
Assertive	.73	.71
Dominant	.76	.66
Strong personality	.64	.53
Forceful	.62	.55
Aggressive	.74	.55
Willing to take a stand	.72	.66
Independent	.56	.48
Defends own beliefs	.63	.64
Willing to take risks	.61	.57

ability to love children at .43 (see Table III). These factor loadings indicate construct validity for each measure of the BSRI in the current study.

Sproles' Fashion Inventory

Past Reliability. In order to estimate the internal consistency of the Sproles' Fashion Inventory (SFI), Sproles computed coefficient alpha for the different dimensions of clothing orientation on his scale. The coefficient alpha as reported by Sproles (1976) on test-retest reliability was above .70. Horridge and Richards (1984) in a study of fashion and consumer behaviors found used a test-retest methodology to estimate the internal consistency of the SFI and found that coefficient alpha above the .70 criterion. Thus, it can be concluded that the SFI is a reliable measure of individual fashion consciousness and innovation.

Past Validity. In Sproles' original research abstract on the Consumers' Clothing Orientation Inventory (which is called the Sproles Fashion Inventory for the purposes of this research), factor analysis of items yielded factor loadings ranging from .35 to .72 (Sproles, 1976). Horridge and Richards (1984) also factor analyzed the SFI and found similar item loadings. Thus, these two studies confirm the construct validity of the SFI as a measure of fashion.

Current Study. Items on the Sproles' Fashion Inventory were also analyzed in this study. Item loadings ranged from

TABLE III
 FACTOR LOADINGS OF IDEAL SELF AND IDEAL
 OPPOSITE FOR FEMININE ITEMS

FEMININITY	First Unrotated Factor	
	IDEAL SELF	IDEAL OPPOSITE
Gentle	.80	.79
Tender	.84	.81
Compassionate	.80	.79
Warm	.71	.82
Sympathetic	.75	.72
Sensitive to the needs of Others	.75	.75
Eager to soothe hurt feelings	.75	.69
Understanding	.65	.76
Affectionate	.72	.75
Loves Children	.34	.43

an .80 for the highest loading items which were "I like to keep my wardrobe up to date with the current fashions", "I usually have one or more of the outfits that are of the very latest style", and "I often influence my friends' clothing choices." to below .30 which was "People are too concerned about the way they dress." This item loaded at .28, but this loading is fairly close to the .30 standard it was thus retained in the final scale. (see Table IV).

Status Concern Scale

Past Reliability. The scale developed by Walter Kaufman (1957) which was used to measure individual status concern has been shown to be reliable in past studies. Kaufman reported that the differences between means of high and low scorers were significant at the .01 level for each item and the split half reliability, corrected for double length, was .78 (Kaufman, 381). This scale has been shown to yield reliable results in other studies as well. Putney and Middleton (1961), for example, found the scale to have a test-retest reliability above the .70 standard. Photiddis and Biggar (1962) also found that the scale items of this measure fell well above the .30 standard in factor analysis. Thus, these three studies confirm the reliability of the scale developed by Kaufman (1957).

Past Validity. In the research which was recorded by Kaufman (1957), the scale which he developed as a measure of individual status concern did not meet a, 90 percent

TABLE IV
 FACTOR LOADINGS OF FASHION
 BEHAVIOR SCALE

Fashion Behavior Items	First Unrotated Factor Loadings
I usually wear the new clothing and fashions because my friends and neighbors do.	.44
I am very well informed about current clothing and fashion trends.	.76
I keep my wardrobe up to date with the current fashions.	.80
Friends often ask my advice on what to wear.	.78
Expressing my individuality in clothing is important to me.	.63
I usually have one or more of the outfits that are of the very latest style.	.80
I often influence my friends' clothing choices.	.80
I like to dress differently than other people.	.33
I frequently talk with my friends about current fashions.	.70
I usually notice what other people wear.	.67
Clothing style is more important than price.	.63
It is important to wear clothing that is socially appropriate to the occasion.	.56
Dressing well is important to social acceptance.	.50
It is important to be well dressed.	.53
* People are too concerned about the way they dress.	.28
* Items which factored below .30 but were close enough to be included in the analysis.	

reproducibility criterion for a Guttman scale (Kaufman, 1957). A quasi-scaleable pattern of items in which no systematic error were evident was developed instead. With this arrangement, status concern items correlated with other items such as status orientation and status consciousness above .71 Kaufman (1957). These studies support the construct validity of the scale developed by Kaufman (1957).

Current Study. In the current study, items on the Status Concern scale developed by Kaufman (1957) loaded above the .30 level in factor analysis. Items ranged from "It is worth considerable effort to assure one's self of a good name with the right kind of people" which loaded at a .70 to "An ambitious person can almost always achieve one's goals" which loaded at a .30 (see Table V). Thus, it is believed that the scale developed by Kaufman (1957) is a valid as well as a reliable measure of status concern.

Affect Balance Scale

Past Reliability. The Affect Balance Scale developed by Bradburn (1969), was initially designed to measure individual psychological well-being. Test-retest reliability of the Affect Balance Scale yielded a coefficient alpha above the .70 criterion for acceptance as a reliable measure (Bradburn, 1969). Luck and Hiess (1972) reported a coefficient alpha of .81 on test-retest reliability measures. Thus, these two studies confirm the reliability of the Affect Balance Scale developed by Bradburn (1969).

TABLE V
 FACTOR LOADINGS OF STATUS
 CONCERN ITEMS

Status Concern Items	First Unrotated Factor Loadings
The extent of a person's ambition to better one's self is a good pretty indication of one's character.	.31
In order to merit the respect of others, a person should show the desire to better one's self.	.54
One of the things you should consider in choosing your friends is whether they can help you make your way in the world.	.51
Ambition is the most important factor in determining success in life.	.47
One of the things you should always try to do is live in a highly respectable residential area, even though it entails sacrifice.	.66
Before joining any civic or political associations, it is usually important to find out whether it has the backing of people who have achieved a respected social position.	.59
Possession of proper social etiquette is usually the mark of a desirable person.	.62
The raising of one's social position is one of the more important goals in life.	.68
It is worth considerable effort to assure one's self of a good name with the right kind of people.	.70
An ambitious person can almost always achieve one's goals.	.30

Past Validity. In past research the Affect Balance Scale (ABS) yielded strong factor loadings which suggest that the scale is a valid measure of life satisfaction (Bradburn, 1969). The item loadings ranged from .27, the only item which loaded under .30, to .77 (Bradburn 1969). Luck and Hiess (1972) also reported that the factor analysis of the items on this scale developed by Bradburn produced factor loadings ranging from .40 to .70 well within the acceptable range. Thus, these two studies support the construct validity of the (ABS).

Current Study. The factor analysis of the Affect Balance Scale (ABS) items showed that they did not factor as in past literature. Four of the items on the scale are phrased negatively while four are phrased positively. After the reversal of the four negative items the scale still did not load as suggested by past research. After the reversals, all items should have loaded positive; however, this was not the case as negative items loaded positive while the positive items loaded negative. Subsequently several checks were conducted to test the validity of the these responses. First, ten questionnaires were hand checked against the keyboarded data and found to be correct. Next the frequency of the responses were checked for accuracy and found to be correct. These checks showed that indeed students answers reflected an ambiguity of feelings; i.e., On top of the world yet depressed, interested yet restless. Finally, all items did have factor loadings

within an acceptable range, .47 to .59, suggesting that they form one dimension (see Table VI). An explanation for the ambiguity in the responses maybe due partly to the fact that the majority of the sample is freshmen, between the ages of 18 and 20, who are possibly going through a transition period in their lives. Research by Starr (1986), Lurie (1981), and Yankelovich (1981) support this idea that adolescents and young adults are in a period of transition where boredom and being interested can be commonly felt within individuals at this age (these ideas shall be developed further in the conclusions of this research).

Self Esteem Scale

Past Reliability. In past research a ten-item scale developed by Bachman, O'Malley and Johnston (1978) which was designed to measure individual self esteem has been shown to be reliable. The scale was designed with six positive items and four negative items. In order to test the internal consistency of the scale it was necessary to reverse the negative items. Test-retest reliability was shown to be acceptably high .74 (Bachman, O'Malley and Johnston, 1978). This supports the reliability of the scale developed by Bachman, O'Malley and Johnston (1978) as a measure of individual self esteem.

Past Validity. In order to estimate the validity of the Self Esteem scale Bachman, O'Malley and Johnston (1978) ran a factor analysis of the scale, which yielded strong

TABLE VI
 FACTOR LOADINGS OF AFFECT BALANCE

Affect Balance Items	First Unrotated Factor Loadings
Particularly excited or interested in something?	-.47
So restless you could not sit long in a chair?	.58
Proud because someone complimented you on something you had done?	-.59
Very lonely or remote from other people?	.53
Pleased about having accomplished something?	-.47
Bored?	.53
On top of the world?	-.50
Depressed or very unhappy?	.54
That things were going your way?	-.49
Upset because someone criticize you?	.58

first factor loadings in each case. The factor loadings of items on the scale ranged from .38 to .69 Bachman, O'Malley and Johnston (1978). Thus, this study confirms the construct validity of this scale.

Current Study. In the current study the item loadings on the Self Esteem scale ranged from .72, the highest loading question, "I feel that I have a number of good qualities" to .49 for the lowest loading question on self esteem being "I feel that I can't do anything right" (see Table VII). Thus, the current study confirms past research verifying the construct validity of this scale.

Attitude Towards Women Scale

Past Reliability and Validity. The past reliability and validity of the scale developed by Jones and Jones (1973) had no past literature to support the reliability or the validity of the scale. However, Pfeiffer (1985) reports that the instruments found within his structured experiences handbooks are valid within a highly acceptable range while the reliability is within an acceptable range (Pfeiffer, 1985). This scale is used to identify individuals whose feelings towards women are positive or negative (Jones and Jones 1973).

Current Study. In the current study the item loadings on the Feeling Toward Women scale had several low loading items. The item which stated that 'marriage is an

TABLE VII
FACTOR LOADINGS OF SELF-ESTEEM ITEMS

Self Esteem Items	First Unrotated Factor Loadings
I feel that I'm a person of worth, at least on an equal plane with others.	.62
I feel that I have a number of good qualities.	.72
I am able to do things as well as most other people.	.62
I feel I do not have much to be proud of.	.59
I take a positive attitude towards myself.	.68
Sometimes I think I am no good at all.	.52
I am useful to have around.	.58
I feel that I can't do anything right.	.49
When I do a job, I do it well.	.62
I feel that my life is not very useful.	.52

institution that benefits males primarily' did not factor well. 14 and was removed from the analysis and the items were factored again. However, 3 items still did not reach the .30 criteria. These items were left in the analysis because it was felt that they were close enough to the .30 criteria being .24, .25, and .26. The range was from .24 to .63. The highest loading statement was "The charge that women are overly emotional is a male 'smoke screen'." While the lowest loading statement was "Women should receive preferential treatment right now as indemnity for past discrimination (see Table VIII).

Data Checks

When all the surveys were gathered, each subject's questionnaire was coded and entered into a data base. Several checks of the data was conducted prior to running statistical analysis on the data. First, a debugging program was run on the data base to check for impossible responses. In debugging the data base there were some keyboarding errors found and corrected. In further debugging efforts a visual inspection of the data was made with no keyboarding errors found. Next, to assure the validity of the data, 5 surveys were hand checked against the inputted data. Out of 55,100 punches (145 per survey) 725 were hand checked with no mispunches found. From previous literature reported in the section above it is believed that the scales are valid, measuring what they were

TABLE VIII
 FACTOR LOADINGS OF ATTITUDES TOWARDS
 WOMEN ITEMS

Women's Liberation Items	First Unrotated Factor Loadings
* Women should have the right to an abortion on demand.	.26
* Free day care for children is right which all women should be able to demand.	.25
Today's divorce laws are demeaning to women.	.31
Employment practices in the U.S. discriminates against women.	.61
The use of female sex appeal in advertising should be stoped.	.40
Job vacancy notices should not mention gender.	.46
Women should receive equal pay for equal work.	.60
* Women should receive preferential treatment right now as indemnity for past discrimination.	.24
Women, because of their sensitivity, are superior to men in all work that does not rely primarily on brute strength.	.41
Women should not be barred from careers because they are mothers.	.54
The charge that women are overly emotional is a male "smoke-screen."	.63
Women are under-represented in public office.	.62
A woman should be able to have herself sterilized without her husband's permission.	.62
Birth control information and devices should be available to any female over fourteen who requests them.	.35

* Indicated items which factored below .30 but were close enough to be included in the analysis.	

intended to measure, and reliable. For the Affect Balance scale, however, some questions arose about the internal validity of the subjects' responses as they were inconsistent with past research using this scale. However, items were reversed and the coding and punching of the items were hand checked and were found to be an accurate appraisal of the inconsistent responses.

Limitations

The study had several built-in limitations. The first limitation was that the questionnaire was pen and paper research. Each student filled out the survey at their own discretion, no checks of their sincerity were conducted. Second, the Affect Balance Scale had a major flaw which limited the validity of this measure. The item loadings of the Attitude Towards Women Scale reflected several low loadings. In addition, the sample only consisted of introductory sociology students at O.S.U. in 1986. Sampling only introductory classes is not accurate in portraying any known larger population of college students. Another limitation related to this is that students were surveyed in the spring semester. This may be problematic because of the type of students who were present in the classes to be sampled. Also, students who skip classes may represent a unique group who have characteristics which were missed by the surveying process. Finally, this study was limited in the fact that social class was an unmeasurable factor.

The majority of students (85%) reported their status as being middle class due to the design of the measure. This is presented as a limitation because of Simmel's observation that fashion is class defined. However, with the large percentage of middle class students aspiring to be upper class citizens, the study of fashion behavior in the eighties built on the observations of Simmel (1904).

CHAPTER IV

RESULTS

The hypotheses identified in Chapter 3 will be examined here. Hypotheses 1, 2, 5, 6, and 8 will utilize a t-test. The t-test is a statistical test used when working with small samples. This test attempts to determine if the means of two samples are close enough together to warrant believing the samples represent population means which are equal. By assuming the two means are equal, a null hypothesis is formed. It is expected that as a result of *conducting the t-test* that the null hypotheses will be rejected which would support the theoretical orientations in chapter 2. Thus one-tailed tests will be used with the probability of making a type I error (alpha) set at .05. Hypotheses 3, 4, and 7 utilize Pearson's Correlation coefficients. Correlation is a measure of the association or the rate of change in one variable expressed as a proportion of change taking place in another variable. Correlation is not a statistic which suggests a cause and effect relationships among variables. However, correlation does reflect if variables are related and the direction of the relationship.

Hypotheses 1 stated that traditional males who score

higher on masculine items (as determined by a median split method) of the Bem Sex Role Inventory will tend to describe ideal women with higher scores on the feminine items of the Bem Sex Role Inventory. But table IX indicates that traditional males describe ideal females as those who ascribe lower scores on the feminine items of the Bem Sex Role Inventory than nontraditional males. However the difference between the two means, based upon the t-test, is close enough to zero to say that there is no difference. The mean of nontraditional males was 6.01 while the mean of traditional males was 5.89. The t-test for the difference between these two means was 0.97 which is within the .05 acceptance region of H_0 with a 1-tailed alternative. With a type I error of .05, a critical value of 1.65 is needed to reject the one-tailed null hypotheses of no difference between the two means. Therefore, hypotheses 1, that traditional males will describe ideal females as more feminine than nontraditional males, is not accepted.

Hypotheses 2 stated that traditional females (who score above the median on feminine and below the median on masculine items of the Bem Sex Role Inventory) would tend to describe ideal males as men with higher scores on the masculine items of the Bem Sex Role Inventory. But table IX indicates that traditional females describe ideal males as those who score lower on the masculine items of the Bem Sex Role Inventory; however, results were not significantly lower. The means of traditional females was 5.36 while the

TABLE IX
 NUMBER, MEANS, STANDARD DEVIATION, AND
 T-TEST COMPARING TRADITIONAL WITH
 NONTRADITIONAL ON IDEAL
 OPPOSITE BY SEX

SEX	NUMBER	MEAN	STD. DEV.	T-TEST

MALES				

TRADITIONAL	49	5.89	0.58	
NONTRADITIONAL	111	6.01	0.72	0.97

FEMALES				

TRADITIONAL	69	5.36	0.76	
NONTRADITIONAL	132	6.27	0.49	1.14

mean of nontraditional females was 6.27. The t-test for the difference between these two means was 1.14. With a critical value of 1.65 and the probability of a type I error being at the .05 level, the null hypothesis will be accepted. Thus, the hypothesis that females describe ideal men as being those who score high on masculine items of the BSRI and low on feminine items is not accepted.

Hypotheses 3 stated that individuals of each gender who score higher on fashion behavior scales tend to score higher on life satisfaction scales also. In order to test this hypothesis, Pearson's correlation coefficients were calculated for each sex. For males as well as for females higher scores on fashion behavior scales tended to reflect higher scores on life satisfaction scales, showing statistical significance (at the .05 level) as predicted. A correlation coefficient of .22 was found for females and .16 was found for males. Thus, the hypothesis that individuals of each gender who score higher on fashion behavior scales tend to score higher on life satisfaction is accepted.

Hypothesis 4 stated that individuals of each gender who scored higher on fashion behavior scales would also tend to score higher on self esteem scales. In order to test this hypothesis Pearson's correlation coefficients were again calculated for each sex. In the cases of both males and females Pearson's correlation coefficients show statistically significant results at the .05 level. Correlations for males were slightly higher than for females

(males = .19 and females = .11). The criterion for the acceptance of the null hypotheses was not met. Thus, the hypothesis that individuals of each gender who score higher on fashion behavior will tend to score higher on self esteem scales also is accepted.

Hypothesis 5 suggests that traditional males and traditional females (as indicated by the split median scores on the BSRI) will score higher on the fashion behavior scale. Table X indicates that traditional males (those who score higher on the Bem Sex Role Inventory as determined by a median split of masculine and feminine items) compared with nontraditional males do tend to show higher mean scores on fashion behavior scales. The mean was 4.21 for traditional males, while the mean of non traditional males was 4.12; and the mean of traditional females was 4.60 while the mean of nontraditional females was 4.73. In each case, the difference between the two means, based upon the t-test, is close enough to zero to say that there is no difference. The t-test for the difference between these two means was 0.46 for males and 0.81 for females which is within the .05 acceptance region with a 1-tailed alternative and a type I error of .05. Therefore hypotheses 5, that traditional males and traditional females will score higher on the fashion behavior scales than nontraditional males and females, is not accepted.

Hypotheses 6 states that nontraditional males and nontraditional females (as indicated by the median split on

TABLE X
 NUMBER, MEANS, STANDARD DEVIATION, AND
 T-TEST COMPARING TRADITIONAL WITH
 NONTRADITIONAL ON FASHION
 BEHAVIOR

SEX	NUMBER	MEAN	STD. DEV.	T-TEST
MALES				
TRADITIONAL	51	4.21	1.00	-0.46
NONTRADITIONAL	118	4.12	1.09	
FEMALES				
TRADITIONAL	70	4.60	0.86	0.81
NONTRADITIONAL	140	4.73	0.90	

the BSRI) will score lower (lower score indicates an liberal attitude about women's rights) on feelings towards women than traditional males and traditional females. Table XI indicates that traditional males compared with nontraditional males do tend to show lower mean scores on the Attitude Towards Women scale. Means of the nontraditional males was 3.01 while and the means for traditional males was 3.14. The t-test for the difference between these two means was 2.12 for the males. Table XI also indicates that nontraditional females when compared to traditional females do not tend to show differences in their attitudes towards women's rights since the mean for nontraditional females was 2.63 and the mean for traditional females was 2.53. The t-test for the difference between these two means was 1.60. At the .05 level with a critical value of 1.65 with a one-tailed alternative, the null hypothesis will be accepted in the case of traditional females as compared to nontraditional females. However, the results of the t-test indicates that we should reject the null hypothesis in the case of males. Thus, the hypothesis that nontraditional males score lower on feelings towards women is accepted.

Hypotheses 7 states that individuals of each gender who scored higher on fashion behavior will score higher on status concern. In order to test the hypothesis for each sex, Pearson's correlation coefficients were calculated for males as well as for females. Higher scores on fashion

TABLE XI
 NUMBER, MEANS, STANDARD DEVIATION, AND
 T-TEST COMPARING TRADITIONAL WITH
 NONTRADITIONAL ON ATTITUDES
 TOWARDS WOMEN

SEX	NUMBER	MEAN	STD. DEV.	T-TEST

MALES				

TRADITIONAL	51	3.14	0.37	
NONTRADITIONAL	118	3.01	0.37	-2.12

FEMALES				

TRADITIONAL	70	2.63	0.41	
NONTRADITIONAL	140	2.53	0.42	-1.60

behavior reflected higher scoring on status concern, showing statistically significant results (at the .05 level). Correlation coefficients of .30 for males and .40 for females resulted from the calculations. Thus, the hypothesis that individuals of each gender who score higher on the Fashion Behavior scale tend to score higher on the Status Concern scale is accepted.

Finally, hypothesis 8 suggested that females will tend to score higher on fashion behavior than males. Table XII indicates that females compared with males do tend to show higher mean scores on fashion behavior scales than males. The mean of the males was 4.15 while the mean for females was 4.69. The t-test for the difference between these two means was -5.32. Since the critical value is 1.65 when the probability of a type I error being at the .05 level, the null hypothesis will be rejected. Thus, the hypotheses that females score higher on fashion behavior than males is accepted.

TABLE XII
NUMBER, MEANS, STANDARD DEVIATION, AND
T-TEST COMPARING MALES WITH
FEMALES ON FASHION
BEHAVIOR

SEX	NUMBERS	MEANS	STANDARD DEV.	T-TEST
MALES	169	4.15	1.06	-5.32
FEMALES	210	4.69	0.89	

CHAPTER V

SUMMARY AND CONCLUSIONS

Simmel's article "Fashion" (1904) was one of the first sociological works attempting to deal with the social aspects of individual fashion. Current research on fashion tends to view fashion in terms of individual's self, peers, attraction, or gender identity. However, it was the undertaking in this study to examine empirically at many of the diversities of fashion that Simmel (1904) had observed and to create a theoretical orientation which included gender identity, self, peers and attraction. Thus, by including Simmel's observations (1904) with current findings on fashion a new view of fashion, gender, and attraction was identified. Attraction, according to the past literature, is a set of beliefs which one individual has in regard to the characteristics of another individual (Aronson, 1976). Attraction was viewed in relation to fashion and gender. Individual gender identity for the purposes of this paper was viewed as being traditional (as determined by a median split on the Bem Sex Role Inventory) or nontraditional. A nontraditional gender identity was seen as being more desirable by the opposite gender (Anderson and Bem, 1981). Fashion was viewed as a social construct with many

dimensions and diversities. The focus of the literature was in relation to Simmel's 1904 observations of fashion in relation to gender and attraction. The literature also compared Simmel's 1904 observations of fashion to individual self concept, life satisfaction, social class, and individual feelings towards women. From the studies on fashion, attraction, gender, self, social class, feelings towards women, and Simmel's (1904) observations, several propositions of how these social dimensions relate were created and empirically tested using survey methodology.

The Hypotheses

Eight hypotheses were developed from "Fashion" by Georg Simmel (1904) and the literature on the various topics which were discussed in that article. From an analysis of the data gathered, four of the eight hypotheses were accepted. The results are as follows.

1. Traditional males will tend to describe ideal women as those who score higher on the feminine items of the BSRI. (Not accepted)
2. Traditional females will tend to describe ideal men as those who score higher on the masculine items of the BSRI. (Not accepted)
3. Males and females scoring higher on Fashion Behavior will tend to score higher on Life Satisfaction.
(Accepted)
4. Males and females scoring higher on Fashion Behavior

- will tend to score higher on Self Esteem. (Accepted)
5. Traditional males and females will score high on Fashion Behavior than nontraditional males or females. (Not accepted)
 6. Traditional males and females will score higher on feelings towards women than nontraditional males or females. (Accepted for males only.)
 7. Males and females scoring higher on Fashion Behavior will score higher on Status Concern. (Accepted)
 8. Females will tend to score higher on Fashion Behavior than males. (Accepted)

These findings indicate problem arose in understanding of attraction, gender, fashion, self, social class, and feelings toward women. Findings did not support the first two hypotheses which dealt with who individuals describe as their ideal opposites. These findings could be caused due to the fact that those who were surveyed may not always be attracted to those who are like themselves. The saying that, "opposites attract" seems to be just as likely as saying that, "people like those most like them selves." The findings indicate that traditional as-well-as nontraditional individuals did not significantly describe their ideal opposites as those like themselves.

As the literature suggested, individuals who scored higher on fashion did tend to score higher on life satisfaction. Simmel (1904) suggested that various psychological elements of all conform to the fundamental

principle of satisfaction. Thus, Simmel's observations of fashion suggested this relationship between the two elements of society. Dewey (1974) suggested that individuals who had higher levels of self esteem/concept would also score higher on the fashion scales. Simmel (1904) felt that person's character was represented in their fashion behaviors. Simmel (1904) suggest that fashion can project to society the character of individuals, their status individuality, strength, weakness, independence, dependence, innovation or conformity.

The findings did not support the proposition that traditional individuals of each gender would be more fashion conscious than nontraditional individuals. Simmel's (1904) observations of fashion were from the Victorian era. His observations were likely of his time and his class; however, observations in today's society might lead to other conclusions supported in the findings. From observations on campus there are many individuals who are nontraditional who are highly fashion conscious, however it is nontraditional in appearance, but fashion none the less. For example the punk rock/new wave fashion is nontraditional but a fashion statement which many individuals do participate in from time to time. Hypothesis 5 suggested that traditional males and females would score higher on fashion behavior; however, this was not found to be true. This suggests that individuals today are similar to individuals in this particular time, for example in "Fashion" (1904) Simmel

observed that;

What ever is exceptional, bizarre, or conspicuous, or whatever departs from the customary norm, exercises a peculiar charm upon the man of culture, entirely independent of its material justification (p. 310).

Looking at current issues of Vogue (a fashion magazine for females) or G.Q. (a fashion magazine for males) one realizes that fashion in today's society is of high concern, for both males and females whether they be traditional or nontraditional. Traditional and nontraditional individuals both have fashion trends which they consider to be innovative, conforming, and a reflection of their personal fashion consciousness. Nontraditional individuals (rock stars, popular actors, and those who Simmel (1904) suggested we wish to imitate) are the ones who set fashion trends. These fashion trends can then be followed by a variety of individuals (traditional or nontraditional in their gender orientation).

The proposition that traditional individuals of each gender would score lower on their feelings towards women was partially supported. Traditional males did not have a traditional image of women. A traditional image of women is to feel that females should have the same rights and privileges as males. Traditional males (according to the BSRI) are those who scored higher on items such as: having leadership abilities, assertiveness, dominance, strong personality, forcefulness, aggressiveness, willing to take a stand, independent, defends own beliefs and willing to take

risks. Individuals scoring high on these item (such as in the case of traditional males) reflected a more traditional image of women, thus not feeling that females should have many of the rights and privileges that males have. Why then did the traditional women not reflect similar feelings to those displayed by traditional males? A rather simplistic explanation for this finding would be in theories about feelings that group members have for one another. A "consciousness of oneness" is a sympathetic identification with others in the same group" (Vander Zanden; 224). With a "consciousness of oneness" individuals are not simply in the group but are the group and develop ingroup sympathies and bias (Gerard and Hoyt, 1974). Thus, females are a group with a "consciousness of oneness" which joins traditional and nontraditional into a cohesive unit.

Individuals who felt more concern for fashion also had higher status concern. This is supported by Simmel (1904)

Lower classes look and strive towards the upper, and they encounter the least resistance in those fields which are subject to the whims of fashion (p. 297).

Individual fashion behavior according to the current findings and Simmel's (1904) observations may still be way in which individuals strive towards the upper levels of society.

Simmel (1904), referring to fashion and women, suggested ". . . women, broadly speaking, are it's staunchest adherents. (p. 318)." This observation was supported by the findings of this research.

Literature and observations of the attitudes of youth suggest that there are several dimensions of self which account for behavior. While taking into account the social forces acting on the individual in his/her environment it is possible to account for some of the unexplainable findings in this research. Yankelovich (1981) suggests that Americans are involved in a period of profound change where the traditional values of the past are being traded for what he calls "new rules." These new rules are what guide the behaviors of the present generation. Starr (1985) suggests that the youth of the eighties are caught up in passive escapes which allow them not to actively participate in political or cultural activities. Starr (1985) concluded that;

Youth remain marginal to the primary institutions of American life. They no longer have opportunities within their families to develop skills, exercise responsibilities, and try out adult roles" (p. 344).

Yankelovich (1981) and Starr (1985) view the youth of the eighties as a cohort who are experiencing new values, new rules, and a new America. These ideas about American society and American youth in the eighties help to explain some of the unexpected results in this study. When dealing with the satisfaction that students felt toward their lives, puzzling findings resulted. These results suggested that males and females in this study have ambiguous feelings concerning themselves and the society around them. However, Yankelovich and Starr's (1985) findings support the

ambiguity of feelings which were displayed by the subjects in the sample. Yankelovich (1981) suggests that individuals in the eighties are interested in self fulfillment, life satisfaction, and status mobility. Individual attitude towards women in the eighties can also be explained using the views of Yankelovich (1981) and Starr (1985). They argue that youth in the 1980's have a passive attitude about life and that self is to be of primary concern.

Future Research on Fashion

Part of this study included open ended questions on fashion and what individuals desired in their ideal opposite. Future research on this topic should give more attention to actual behavior of the individuals. Survey research does not seem to measure actual behavior in the realm of fashion. Simmel's 1904 observations of fashion were excellent. Because of the nature of his study, he actually scrutinized the many diversities of individual fashion behavior. Thus, I would propose giving more attention to qualitative approaches (observations and interviews) in the study of fashion. This type of study would be more time consuming and require more money to conduct; however, it might yield a more valid view of individual fashion behavior in the college setting. I feel that a triangulation method of the study of fashion would be better suited for the job of understanding this complex social behavior; for example, many of the responses that

individuals gave to the open ended questions such as "Describe the dress and adornment which you consider fashionable for your self, and your ideal opposite?" could have been used in combination with scales to produce a more indepth of understanding dealing with individual fashion, gender and attraction.

To better understand why individuals of each gender responded the way in which they did to the questions concerning attraction to others, the open-ended responses to describing one's ideal opposite could be considered. Several different responses were given when the subjects were asked to describe the dress and adornment which they considered to be fashionable for their ideal opposite. Males were very descriptive as far as what exactly they thought looked good on females and how they should wear it. Females, on the other hand, just gave a basic description of their overall expectations. Examples of male responses were:

Something that compliments but covers their body; slightly sexy yet not too revealing; wild but in fashion, very simple styles; something bold and daring; a white miniskirt and a nice pair of walking shoes; a casual style that signifies that she's not trying to force everyone to notice her; unique to that person, things which fit her personality; not the trashy look; feminine, yet professional; something hot; anything that is not too gaudy and will not hide femininity.

Some of the responses which females gave on open ended questions asking what they felt was attractive in their ideal opposite were:

Something that compliments but covers their body;

preppy but more bold and daring, anything that makes a male stand out; males that feel the same way about dressing as I do; G.Q. look; neat; fashionable and classy look; must care a little about how he looks; up-to-date clothing and nothing that is outrageous; 501's and basically whatever he wants; just a clean, neat appearance, not necessarily a "look"; comfortable but not caught up in labels; it really doesn't matter too much because it's the personality which makes the person what they look like.

Overall, these responses are from conservative to very extravagant. From simply reading the responses given by the subjects one can come to some simple conclusions about each gender. An example of one conclusion that can be drawn is that both sexes do differ a little but basically what one sex feels is fashionable for themselves is also what they consider to be fashionable for the opposite sex.

In conclusion I feel that both quantitative and qualitative methodologies should be used to study fashion, attraction and gender. Fashion as observed by Simmel in 1904 as compared to fashion in the current study does seem to play a significant role in who we appear to be, how we perceive others, how others perceive us, and how we perceive ourselves. The relation between fashion, attraction and gender appear to have changed some what from the time of Simmel's observations; however, fashion today may be more of an expression of personality rather of social status.

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APPENDIX A
QUESTIONNAIRE

STUDENT ATTITUDE SURVEY

Your responses to all the items in this questionnaire shall be kept confidential. In order to guarantee that your responses will be confidential please do not include your name on this questionnaire.

PLEASE ANSWER THE FOLLOWING.

1. SEX: ___1. Male or ___2. Female
- 2-3. AGE:
___(please write your age).
4. IN WHAT SIZE COMMUNITY DO YOU LIVE?
___1. On a farm or ranch
___2. Town, under 2,500
___3. Small town, 2,501 to 10,000
___4. Small City, 10,000 to 25,000
___5. City, 25,000 to 50,000
___6. City, 50,001 to 100,000
___7. City, 100,001 to 600,000
___8. City, 600,001 to 1,000,000
___9. City 1,000,001 or larger
5. RACE/ETHNICITY
___1. Black
___2. Mexican American
___3. American Indian
___4. White
___5. Asian
___6. Other (specify)_____.
7. I ATTEND CHURCH SERVICES:
___1. Never
___2. A few times a year.
___3. About once a month.
___4. Several times a month.
___5. Every week.
___6. Several times a week.
8. WHAT WAS YOUR FAMILY'S SOCIAL CLASS WHILE YOU WERE GROWING UP?
___1. Blue Collar
___2. White Collar
___3. Professional
___4. Old Wealth
___5. Other (specify)_____
9. WHERE DO YOU LIVE WHILE ATTENDING COLLEGE
___1. With parents, or relatives or gaurdians.
___2. A fraternity or sorority.
___3. A dormitory.
___4. Married Student housing.
___5. Off campus housing.
___6. Other_____
10. CLASSIFICATION:
___1. Freshman
___2. Sophomore
___3. Junior
___4. Senior
___5. Graduate Student
___6. Other_____
11. RELIGIOUS PREFERENCE:
___1. Catholic
___2. Jewish
___3. Protestant
___4. None
___5. Other (specify)_____
12. MARITAL STATUS:
___1. Single
___2. Married
___3. Divorced
___4. Widow or widower
___5. Separated
___6. Other (specify)_____

CIRCLE YOUR RESPONSE ACCORDING TO THE FOLLOWING SCALE:

Strongly Agree	-----	Agree	-----	Undecided	-----	Disagree	-----	Strongly Disagree
SA		A		U		D		SD

SA	A	U	D	SD	
----	---	---	---	----	--

- | | | | | | |
|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 13. The extent of a person's ambition to better one's self is a pretty good indication of one's character. |
| 1 | 2 | 3 | 4 | 5 | 14. In order to merit the respect of others, a person should show the desire to better one's self. |
| 1 | 2 | 3 | 4 | 5 | 15. One of the things you should consider in choosing your friends is whether they can help you make your way in the world. |
| 1 | 2 | 3 | 4 | 5 | 16. Ambition is the most important factor in determining success in life. |
| 1 | 2 | 3 | 4 | 5 | 17. One of the things you should always try to live in a highly respectable residential area, even though it entails sacrifice. |
| 1 | 2 | 3 | 4 | 5 | 18. Before joining any civic or political associations, it is usually important to find out whether it has the backing of people who have achieved a respected social position. |
| 1 | 2 | 3 | 4 | 5 | 19. Possession of proper social etiquette is usually the mark of a desirable person. |
| 1 | 2 | 3 | 4 | 5 | 20. The raising of one's social position is one of the more important goals in life. |
| 1 | 2 | 3 | 4 | 5 | 21. It is worth considerable effort to assure one's self of a good name with the right kind of people. |
| 1 | 2 | 3 | 4 | 5 | 22. An ambitious person can almost always achieve one's goals. |
| 1 | 2 | 3 | 4 | 5 | 23. I tend to live for the present rather than the future. |
| 1 | 2 | 3 | 4 | 5 | 24. I tend to live from day to day. |
| 1 | 2 | 3 | 4 | 5 | 25. It is important to plan for the future. |

CIRCLE THE NUMBER WHICH REPRESENTS HOW YOU FEEL:

Strongly Agree ----- Agree ----- Undecided ----- Disagree ----- Strongly Disagree
 SA A U D SD

SA A U D SD

- 1 2 3 4 5 26. It is extremely important to me to have a higher income.
- 1 2 3 4 5 27. I spend a lot of time thinking about how to improve my chances for getting ahead.
- 1 2 3 4 5 28. Getting money and material things out of life is very important to me.
- 1 2 3 4 5 29. It is important to me to own material things, such as a home, car, or clothing, which are at least as food as those of my neighbors and friends.
- 1 2 3 4 5 30. I am very anxious to get much further ahead.
- 1 2 3 4 5 31. Getting ahead is one of the most important things in life to me.

PLEASE RESPOND ACCORDING TO HOW OFTEN IT IS TRUE FOR YOU.

Never True 1-----2-----3-----4-----5-----6-----7 Always True

- ___ 32. I feel that I'm a person of worth, at least on a equal plane with others.
- ___ 33. I feel that I have a number of good qualities.
- ___ 34. I am able to do things as well as most other people.
- ___ 35. I feel I do not have much to be proud of.
- ___ 36. I take a positive attitude towards myself.
- ___ 37. Sometimes I think I am no good at all.
- ___ 38. I am useful to have around.
- ___ 39. I feel that I can't do anything right.
- ___ 40. When I do a job, I do it well.
- ___ 41. I feel that my life is not very useful.

CIRCLE A NUMBER WHICH DEMONSTRATES HOW YOU FEEL:

Strongly Agree ----- Agree ----- Undecided ----- Disagree ----- Strongly Disagree
 SA A U D SD

SA A U D SD

DO YOU EVER FEEL:

- 1 2 3 4 5 42. Particularly excited or interested in something?
- 1 2 3 4 5 43. So restless you could not sit long in a chair?
- 1 2 3 4 5 44. Proud because someone complimented you on something you had done?
- 1 2 3 4 5 45. Very lonely or remote from other people?
- 1 2 3 4 5 46. Pleased about having accomplished something?
- 1 2 3 4 5 47. Bored?
- 1 2 3 4 5 48. On top of the world?
- 1 2 3 4 5 49. Depressed or very unhappy?
- 1 2 3 4 5 50. That things were going your way?
- 1 2 3 4 5 51. Upset because someone criticized you?
-
- 1 2 3 4 5 52. Women should have the right to an abortion on demand.
- 1 2 3 4 5 53. Free day care for children is a right which all women should be able to demand.
- 1 2 3 4 5 54. Marriage is an institution that benefits males primarily.
- 1 2 3 4 5 55. Today's divorce laws are demeaning to women.
- 1 2 3 4 5 56. Employment practices in the U.S. discriminate against women.
- 1 2 3 4 5 57. The use of female sex appeal in advertising should be stopped.
- 1 2 3 4 5 58. Job vacancy notices should not mention gender.
- 1 2 3 4 5 59. Women should receive equal pay for equal work.
- 1 2 3 4 5 60. Women should receive preferential treatment right now as indemnity for past discrimination.

SA A U D SD

- 1 2 3 4 5 61. Women , because of their sensitivity, are superior to men in all work that does not rely primarily on brute strength.
- 1 2 3 4 5 62. Women should not be barred form careers because they are mothers.
- 1 2 3 4 5 63. The charge that women are overly emotional is a male "smoke screen."
- 1 2 3 4 5 64. Women are under-represented in public office.
- 1 2 3 4 5 65. A woman should be able to have herself sterilized without her husband's permission.
- 1 2 3 4 5 66. Birth control information and devices should be available to any female over fourteen who requests them.

PLEASE RATE YOURSELF USING THE SCALE BELOW.

Never True Always True
 1-----2-----3-----4-----5-----6-----7

- ___ 1. I usually wear the new clothing and fashions because my friends and neighbors do.
- ___ 2. I am very well informed abouts current clothing and fashion trends.
- ___ 3. I keep my wardrobe up to date with the current fashions.
- ___ 4. Friends often ask my advice on what to wear.
- ___ 5. Expressing my individuality in clothing is important to me.
- ___ 6. I usually have one or more of the outfits that are of the very latest style.
- ___ 7. I often influence my friends' clothing choices.
- ___ 8. I like to dress differently than other people.
- ___ 9. I frequently talk with my friends about current fashions.
- ___ 10. I usually notice what other people wear.
- ___ 11. Clothing style is more important than price.
- ___ 12. It is important to wear clothing that is socially appropriate to the occasion.
- ___ 13. Dressing well is important to social acceptance.
- ___ 14. It is important to be well dressed.
- ___ 15. People are too concerned about the way they dress.

USING THE SCALE BELOW DESCRIBE YOURSELF:

Never True	1-----2-----3-----4-----5-----6-----7	Always True
____ 16. Has leadership abilities		____ 31. Moody
____ 17. Gentle		____ 32. Aggressive
____ 18. Adaptable		____ 33. Sensitive to the needs of others
____ 19. Assertive		____ 34. Reliable
____ 20. Tender		____ 35. Willing to take a stand
____ 21. Conscientious		____ 36. Eager to soothe hurt feelings
____ 22. Dominant		____ 37. Secretive
____ 23. Compassionate		____ 38. Independent
____ 24. Conceited		____ 39. Understanding
____ 25. Strong Personality		____ 40. Tactful
____ 26. Warm		____ 41. Defends own beliefs
____ 27. Conventional		____ 42. Affectionate
____ 28. Forceful		____ 43. Truthful
____ 29. Sympathetic		____ 44. Willing to take risks
____ 30. Jealous		____ 45. Loves children

46. Which fashion or style of dress do you most identify with:

- | | |
|-------------------------------|----------------------------|
| ____ 1. new wave look | ____ 4. country/western |
| ____ 2. preppy | ____ 5. professional look, |
| ____ 3. post preppy | ____ 6. yuppies look |
| ____ 7. other (specify) _____ | |

47. Describe the dress and adornment which you consider fashionable for your self. _____

USING THE SCALE BELOW DESCRIBE YOUR IDEAL OPPOSITE SEX.

Never True 1-----2-----3-----4-----5-----6-----7 Always True

- 1. Has leadership abilities, 2. Gentle, 3. Adaptable, 4. Assertive, 5. Tender, 6. Conscientious, 7. Dominant, 8. Compassionate, 9. Conceited, 10. Strong Personality, 11. Warm, 12. Conventional, 13. Forceful, 14. Sympathetic, 15. Jealous, 16. Moody, 17. Aggressive, 18. Sensitive to the needs of others, 19. Reliable, 20. Willing to take a stand, 21. Eager to soothe hurt feelings, 22. Secretive, 23. Independent, 24. Understanding, 25. Tactful, 26. Defends own beliefs, 27. Affectionate, 28. Truthful, 29. Willing to take risks, 30. Loves children

31. Which fashion or style of dress do you find most attractive in the oppoite sex?

- 1. new wave look, 2. preppy, 3. post preppy, 4. country/western, 5. professional look, 6. yuppies look, 7. other (specify)

32. Describe the dress and adornment which you consider fashionable in the opposite sex.

Four horizontal lines for writing the answer to question 32.

VITA

Brien Lee Bolin

Candidate for the Degree of
Master of Science

Thesis: PERCEPTIONS OF ATTRACTION AND GENDER IDENTITY BASED
ON GEORG SIMMEL'S ESSAY ON "FASHION"

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