

PRESTIGE STUDY OF SELECTED OCCUPATIONS  
OF HOME ECONOMISTS IN BUSINESS

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## CHAPTER I

### INTRODUCTION

Women's role in the economy and the business world has undergone a profound change. Business has become a woman's sphere, as well as a man's world.<sup>1</sup>

In the late 1800's men did most of the buying for the household, but at the turn of the century they began to delegate an increasing number of buying duties to their wives.<sup>2</sup> This, coupled with the fact that about nine million women had entered industry and business during World War I, was the beginning of women's influence on the world of business. The majority of these nine million women remained in business after World War I, thus leading to the speculation that "Women were in business to stay."<sup>3</sup>

A statement in the early 1900's by Edith Abbot voiced the importance of women in industry.

In a study of our economic development it becomes clear that women have been from the beginning of our history an important factor in American industry. In the early days of the factory system they were an indispensable factor. The theory, therefore, that women are a new element in our industrial life, or that they are doing

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<sup>1</sup>Doree Smedley and Lura Robinson, Careers in Business For Women (New York, 1945), p. 17.

<sup>2</sup>Ibid., p. 17.

<sup>3</sup>Ibid., p. 18.

'men's work,' or that they have 'driven out the men,' is a theory unsupported by facts.<sup>4</sup>

In 1929 Fleishman wrote that it had not been so long since the feminist movement had broken down the barriers between women and occupational fields which had been regarded as exclusively men's areas.<sup>5</sup>

An article in Time in early 1954 stated that

Outwardly, but only outwardly, American business has become strongly feminized. ... of the total United States labor force of 63 million nearly 1/3 are women, twice as big a proportion as 60 years ago. Nevertheless, there are not enough top women executives in the United States to form a medium sized chorus line.<sup>6</sup>

The number of women in business and industry can be misleading when dealing with professional home economists, since only a small number of the total working force of women are in executive positions. There were four million women in professional and technical occupations in 1969, which was one out of seven employed women.<sup>7</sup>

A current article concerning women executives stated, "American industry produces almost as few top women executives as it did four years ago - or 10 years ago."<sup>8</sup>

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<sup>4</sup>Edith Abbot, Women In Industry (New York and London, 1909), p. 317.

<sup>5</sup>Doris E. Fleishman, An Outline of Careers for Women (Garden City, 1929), p. XI.

<sup>6</sup>"Women Executives," Time, Vol. 63, pt. 1 (January 11, 1954), p. 72.

<sup>7</sup>U. S. Department of Labor, Women's Bureau, 1969 Handbook On Women Workers, Bul. No. 294 (Washington, D. C., 1970), p. 95

<sup>8</sup>Labor, "For Women, A Difficult Climb to the Top," Business Week (August 2, 1969), p. 42.



### The Problem

Factors which influence the career choices of women are complex and are difficult to study. Prestige is one of the variables within this array of occupational choices. "In every complex society there is a division of labor and a hierarchy of prestige."<sup>9</sup>

The purposes of this study were to investigate the relative prestige of the professional occupations of female home economists in business as expressed by selected prospective home economists, and to study the relationships of those prestige ratings to the choice of the major area of study.

These purposes took shape in the following emergent hypotheses:

1. There will be no significant difference between the freshmen and senior women in their prestige ratings of selected occupational titles.
2. There will be no identifiable relationship between the higher prestige ratings of selected occupational titles of the freshmen and the choices of major areas of study.
3. There will be no identifiable relationship between the higher prestige ratings of selected occupational titles of the seniors and the declared area of study.

This was an exploratory study of the prestige ratings of certain home economist occupations as perceived by selected groups of home economics students. It was anticipated that this study might provide some insights of value in further investigations of a prestige nature.

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<sup>9</sup>Harold M. Hodges, Jr., Social Stratification (Cambridge, 1964), p. 1.

Studies of this type could contribute to the sources of data used in career guidance.

High school and junior colleges, business colleges, employment agencies, and even four-year colleges and universities sometimes fail to recognize how important it is to provide young women with adequate information and sympathetic advice about employment possibilities.<sup>10</sup>

An exploration of student's feelings and attitudes relative to occupational choices may be of help in career guidance. Prestige studies of this nature are based on the concept that prestige is the power to establish a position in one's mind. Prestige has been further characterized as a differentiated position in a hierarchy.<sup>11</sup>

A survey, in the form of a questionnaire, was conducted to investigate the relative prestige ratings of selected occupational titles of home economists by students in the College of Home Economics at Oklahoma State University. The first hypothesis used a quantitative approach to explore the difference between the prestige ratings of the 74 freshmen and the 57 seniors. The 118 occupational titles selected were taken from the American Home Economics Association's current series of career leaflets shown in Appendix A.

The second hypothesis required a qualitative approach to the problem of identifying relationships between the freshmen's higher rated occupations and the major areas of study. A similar approach was used to test the third hypothesis in order to identify the relationships between the higher rated occupations of the seniors and the declared major area of study.

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<sup>10</sup> Frank T. Stockton, "Higher Priority for Women," National Business Woman, Vol. 38 (Nov., 1959), p. 26.

<sup>11</sup> Muzaffer Sherif and Carolyn W. Sherif, An Outline of Social Psychology (United States, 1948), p. 222.

### Limitations

Prestige - This concept was confined to the occupational titles for female home economists in the area of business.

Sample - The respondents were female freshmen and senior students enrolled in the College of Home Economics at Oklahoma State University.

Occupational Titles - Teaching as an occupation was omitted for the purpose of this study. Two departments in the College of Home Economics prepare the students for a teaching certificate: the Home Economics Education Department, and the Family Relations and Child Development Department.

Respondant Error - The possibility of error existed as a result of student's responses to the repetitive questionnaire form.

### Definition of Terms

Prestige Rating - A score designating the prestige level by numerically calculating weighted adjectives which appeared on the questionnaire.

Prestige Rank - A number representing the position of a prestige rating score in an ordinal scale.

Occupational Title - A caption representing a position or occupation in the area of business.

Relationship - An association established between an occupation and a major area of study.

Major Area of Study - The department at Oklahoma State University in which the concentration of course work is channeled for students enrolled in the College of Home Economics.

Higher Rated Occupations - The occupational titles with a mean prestige rating score of 80.00 or above. This is the equivalent of ratings which were above average--ratings of "good" or "excellent."

College of Home Economics - The following six departments at Oklahoma State University: Clothing, Textiles and Merchandising, CTM; Family Relations and Child Development, FRCD; Food, Nutrition, and Institution Administration, FNIA; Home Economics Education, HEED; Home Management, Equipment and Family Economics, HMEFE; Housing and Interior Design, HID. (Abbreviations indicated are used for the purpose of brevity in the tables.)

## CHAPTER II

### REVIEW OF LITERATURE

The prestige hierarchy of occupations is a much studied aspect of stratification of modern societies.<sup>1</sup> "Despite rather extensive searches conducted by a variety of techniques, it appears that occupational prestige hierarchies are similar from country to country and from subgroup to subgroup."<sup>2</sup>

A study of occupational prestige polls in Japan, Soviet Russia, Great Britain, Germany, New Zealand, and the United States, revealed that occupations tended to have an almost identical relative status in these nations. "There exists among the six nations a marked degree of agreement on the relative prestige of matched occupations."<sup>3</sup>

Industrialization has proceeded to different points in the several countries whose prestige hierarchies have been studied without seriously affecting the relative positions of occupation in the countries involved. Within one country we can only expect to observe changes over time as large as the differences we have previously observed between two nations at different stages of economic development.<sup>4</sup>

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<sup>1</sup>Robert W. Hodge, Paul M. Siegel, and Peter H. Rossi, "Occupational Prestige in the United States: 1925-1963," in Reinhard Bendix and Seymour Martin Lipset, Class, Status, and Power, 2nd Ed. (New York, 1966), pp. 322-334.

<sup>2</sup>Ibid., p. 322.

<sup>3</sup>Alex Inkeles and Peter H. Rossi, "National Comparisons of Occupational Prestige," American Journal of Sociology, Vol. 61 (Jan., 1956), pp. 329-339.

<sup>4</sup>Hodge, Siegel, and Rossi, p. 322.

A study by Hodge, Siegel, and Rossi found that prestige rankings remain fairly constant over time.<sup>5</sup> The hierarchy of occupational prestige also remains stable under a variety of conditions.<sup>6</sup>

On the other hand, there are cogent reasons for expecting that changes in occupational structure will be reflected, at least ultimately, in corresponding changes in the prestige positions of occupations. The prestige of an occupation is apparently a characteristic of that occupation, generated by the way in which it is articulated into the division of labor, by the amount of power and influence implied in the activities of the occupation, by the characteristics of incumbents, and by the amount of resources society places at the disposal of incumbents. (Other factors are undoubtedly at work but these are the most obvious and the most massively observable.) Hence, as occupations shift in these respects over time, corresponding adjustive shifts in prestige positions can be anticipated.<sup>7</sup>

Prestige or "power of position" also involves the concept of status, which is "...position in a social system."<sup>8</sup> Status positioning brings about a stratified society of social classes. This is displayed in a basic definition of social classes:

Relatively permanent and homogeneous divisions in society into which individuals or families can be categorized when being compared with other individuals or families in the society.<sup>9</sup>

Another general definition for social classes could be: "...strata of society composed of individuals who accept each other as status equals, and are hence qualified for intimate association."<sup>10</sup>

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<sup>5</sup>Hodge, Siegel, and Rossi, p. 329.

<sup>6</sup>Ibid., p. 323.

<sup>7</sup>Ibid., p. 322.

<sup>8</sup>Norman L. Munn, Psychology (Boston, 1961), p. 642.

<sup>9</sup>James F. Engel, David T. Kollat, Roger D. Blackwell, Consumer Behavior (United States, 1968), p. 264.

<sup>10</sup>Harold M. Hodges, Jr., p. 275.

Davis stated that status has the quality of differential value. In this way statuses confer a prestige value on their occupant.<sup>11</sup>

In societies, people are classified into categories, and in most of these societies many of these categories are ranked, or stratified, from lower to higher. Social stratification is a form of social differentiation, like age or sex division. Inherent in this process of stratification is a graded hierarchy. Each of these divisional units constitutes a social class--an aggregate of people who share equal or roughly equal rank and prestige.<sup>12</sup>

The prestige of occupations is interwoven with the social class structure, since occupation is the single most influential variable in determining social class.<sup>13</sup> Emile Durkheim stated that in a general way classes probably arise from the multitude of occupational organizations.<sup>14</sup>

Occupation is a popular index of social classes probably due to the fact that it acts as a blanket term which identifies many other potent status symbols.<sup>15</sup> To place people into a social class is a complex conception. Many variables are involved, but one in particular is the most significant. Occupation as a measure of social class standing has a social reality. It, above all, is most valid.<sup>16</sup>

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<sup>11</sup>Kinsley Davis, Human Society (New York, 1949), pp. 91-96.

<sup>12</sup>Harold M. Hodges, Jr., p. 9.

<sup>13</sup>James F. Engel, Kollat, and Blackwell, p. 268.

<sup>14</sup>Emile Durkheim, The Division of Labor in Society (United States, 1947), p. 182.

<sup>15</sup>Harold M. Hodges, Jr., pp. 95-96.

<sup>16</sup>Joseph A. Kahl and James A. Davis, "A Comparison of Indexes of Social Economic Status," American Sociological Review, Vol. 20 (June, 1955), pp. 317-325.

A hierarchy of prestige and a division of labor exists in every complex society. The leadership and social responsibility positions are usually ranked at the top. Positions which require long training and superior intelligence are usually ranked just below. A small minority constitutes the number of leaders and highly educated individuals. The large majority is made up of people in the lower strata who perform routine jobs with scant rewards and very little prestige.<sup>17</sup>

These references sight the significance of the occupational position in the prestige hierarchy. Occupational prestige limited to female home economists in business has a somewhat different connotation in the limits of this thesis.

Women have been gainfully employed for centuries. In the early colonial period of our nation women were employed in such areas as running taverns and shops, selling garden seeds, nursing, midwifery, and some were servants.<sup>18</sup> When factories came into being and the need for labor grew, woman power was called upon to fill this need. They were willing to work at a wage employers were willing to pay.<sup>19</sup> "The man-power shortage caused by the two world wars also gave women unparalleled opportunities to join the labor force."<sup>20</sup>

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<sup>17</sup>Seymour Martin Lipset and Reinhard Bendix, Social Mobility in Industrial Society (Berkeley and Los Angeles, 1959), p. 1.

<sup>18</sup>H. M. Price, Women's Contribution to Industrial Development in America, Fort Harp Studies (1962), pp. 4-5.

<sup>19</sup>Samuel de Beauvoir, The Second Sex (New York, 1952), pp. 103-109.

<sup>20</sup>John Henry Culter, What About Women (New York, 1961), p. 212.



The Home Economists in Business Section of the American Home Economics Association stated as a group objective,

Focus public interest in, and awareness of, Home Economics as a prestige profession through a planned Home Economists in Business public relations program and the maintenance of high professional standards.<sup>21</sup>

Actually, home economists hold many kinds of jobs in business organizations. Even within one company you will find home economists with different skills and talents working in different departments--research, advertising, public relations, product planning--as well as in home economics department itself.<sup>22</sup>

Occasionally the home economist (in business) is supplemented or even replaced by other employees with less technical training. Apparently many managers are willing to replace their current home economist whenever necessary with non-professionals or workers lacking college degrees in home economics. This indicates that business management as a whole is not sold yet on the necessity of college preparation for the fulfillment of required duties.<sup>23</sup>

There are many barriers confronting women in the business world. Women executives admit that male resentment exists,<sup>24</sup> but coupled with this is the idea that "... business leaders have long known that women, as well as men, usually prefer male supervisors."<sup>25</sup> These concepts merge and give the impression that

... they are still, by and large, denied a professional or working status equal to that of men. In every occupational category they are still downgraded and forced to accept subsidiary jobs at lower salaries. The proportion of

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<sup>21</sup>Home Economists in Business Section of The American Home Economics Association, Directory 1968.

<sup>22</sup>Lila Spencer, Exciting Careers for Home Economists (New York, 1967), p. 15.

<sup>23</sup>Robert W. Strain, "Business Values The Home Economist," Journal of Home Economics, Vol. 62 (Jan., 1970), p. 49.

<sup>24</sup>"Women At The Top," Newsweek, Vol. 67, pt. 2 (June 27, 1966), p. 76.

<sup>25</sup>John Henry Culter, p. 204.

women in the upper levels of any occupation or profession is to this day small, even in traditionally feminine positions.<sup>26</sup>

The manifestations of these sex discrimination complaints are usually alleged unequal benefits--primarily health and life insurance, and pensions. The second greatest source of complaints is alleged discrimination in layoff, recall, and seniority.<sup>27</sup> The government requires in Title VII of the Civil Rights Act that all employees be treated without regard to sex in every phase of employment.

Charles H. LeClaire, who was vice-president for employee and public relations of a Milwaukee corporation said,

I do not think there is really any real prejudice concerning women in business, but we do have, as men, a way of traditionally thinking about a man's or a woman's job. Sometimes this goes on almost unconsciously.<sup>28</sup>

Regardless of the problems involved, more and more women are working and there is some increase in the number pursuing executive level careers in the business world. Women were reported in all of the 479 individual occupations listed in 1960 decennial census.<sup>29</sup>

Occupations in the labor force are divided into eleven broad categories, according to the monthly reports prepared by the Bureau of the Census and published by the Bureau of Labor Statistics. Within these categories more women were employed in clerical work than any

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<sup>26</sup>Ibid., p. 203.

<sup>27</sup>"Sex and Equal Employment Rights," Monthly Labor Review (August, 1967), p. 3.

<sup>28</sup>Labor, "For Women, A Difficult Climb To The Top," Business Week (August 2, 1969), pp. 42-46.

<sup>29</sup>U. S. Department of Labor, Women's Bureau, 1969 Handbook on Women Workers, Bul. 294 (Washington, D. C., 1970), p. 95.

other major division in April, 1969. Professional workers were the fourth largest group, showing four million women or one out of seven employed women in professional and technical occupations. Around 1.5 million more women were engaged in professional or technical work in 1969 than in 1950, and almost 1.8 million more than in 1940.<sup>30</sup>

Even though the number of women in professional and technical jobs increased from 1.9 to 4.1 million between 1950 and 1969 the proportion of these jobs declined slightly, from 40 to 38 percent. The actual number of men increased even more rapidly than that of women.<sup>31</sup>

The foremost reason for women entering the labor force is an economic one.

Career women have not been masculinized; they have been moneyized. The old adage has it that money makes the mare go; also the sire, gelding, stallion, colt, and filly in our nations' hypercommodity exchange.<sup>32</sup>

Arthur Goldberg stated, when he was Secretary of Labor, "... First of all, our statistics show that a great majority of the women in the working force are in the working force because they have to be."<sup>33</sup>

Another resource on working women says, "It is true that most American women work out of economic necessity, and that they do not get the same pay for the same work."<sup>34</sup>

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<sup>30</sup>Ibid., p. 97.

<sup>31</sup>U. S. Dept. of Labor, Bureau of Labor Statistics, Employment and Earnings and Monthly Report on the Labor Force (May, 1969).

<sup>32</sup>Eve Merriam, "The Ogress in the Office," The Nation, Vol. 194 (June 23, 1962), p. 564.

<sup>33</sup>Nancy Reeves, "Curious Quest For Woman Power," The Nation, Vol. 197 (August 24, 1963), p. 89.

<sup>34</sup>John Henry Culter, p. 203.

A recent study of employed women stated that some women earn high incomes, but these constitute a small proportion of all women.<sup>35</sup> The article went on to say, "The larger proportion of women workers in occupations requiring limited skill and education is reflected in the median earnings of all women workers."<sup>36</sup>

It appears that women will continue to be an important element in the economy of the country and to the world of business. Kievit said, "The likelihood is that the trend toward an increasing proportion of women being gainfully employed will continue."<sup>37</sup>

The 1965 Handbook on Women Workers states that the number of women workers will probably rise 41 percent between 1964 and 1980. The same period should have a 27 percent increase for men.<sup>38</sup>

The need for home economists in the future is exemplified by the following comments.

As both technician and manager, the home economist is needed today more than ever. While the United States was formerly an agricultural and farming society, and more recently an industrial and mass production society, it is now emerging as a technological society in which technicians function in more important roles. Both technical and managerial talents of home economists are needed, however, to implement the vast changes resulting from that technological society. The home economist in business has the major role of mastering her technology, interpreting that new technology for managements decisions, and keeping pace through research of new and useful developments.<sup>39</sup>

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<sup>35</sup>Mary B. Kievit, "Women in Gainful and Useful Employment," Journal of Home Economics, Vol. 60 (Nov., 1968), p. 699.

<sup>36</sup>Ibid., p. 699.

<sup>37</sup>Ibid., p. 700.

<sup>38</sup>U. S. Department of Labor, Women's Bureau, 1965 Handbook on Women Workers, Bul. No. 290 (Washington, D. C., 1966), p. 211.

<sup>39</sup>Robert W. Strain, "Business Values The Home Economist," Journal of Home Economics, Vol. 62 (Jan., 1970), p. 53.

## CHAPTER III

### METHODS AND PROCEDURES

#### Design of the Study

This exploratory study was designed to investigate the prestige hierarchy of occupational titles for home economists in business as perceived by prospective home economists. The investigation attempted to gather information in a virtually unstudied area. To accomplish the objectives of the study a questionnaire was developed to identify the relative prestige hierarchy of selected occupational titles. Statistical and descriptive techniques of analysis were used to test the hypotheses.

#### The Sample

The sampling universe considered was the freshmen and senior women enrollment at Oklahoma State University in the College of Home Economics during the fall semester of 1969 and the spring semester of 1970. The sample was drawn from the freshmen enrolled in Home Economics 1113, "Home Economics for Contemporary Living;" and the seniors enrolled in Home Economics 4112, "The Home Economist in the Contemporary World." Both courses are required for graduation from the College of Home Economics. These classes represented 80.1 percent of the freshmen and 64.3 percent of the seniors in the College of Home Economics.

There were 493 respondents in the six classes of Home Economics 4112 and the five classes of Home Economics 1113. Of these respondents 268 were freshmen and 182 were seniors. There were 100 questionnaires which did not provide the appropriate data.

The final sample consisted of one-third of each of the two groups, and included 222 freshmen and 171 seniors. This sample was taken in a random manner from the freshmen as a group since a major area of study had not been declared. The random sample for the seniors was taken after the questionnaire had been divided into departments in order to obtain a representative sample from the declared major areas of study. This represented 27.2 percent of the freshmen and 21.4 percent of the senior Home Economics majors for 1969-1970.

#### The Questionnaire

Occupational titles were chosen from the current career leaflets published by American Home Economics Association. These are listed in Appendix A. One hundred and eighteen occupational titles in the area of business were selected for the purpose of this study and are listed on the questionnaire in Appendix B. Occupations requiring teaching certificates were excluded for the purpose of this study.

The career leaflets listed occupational titles under eight divisions. Clarification was needed on some titles which appeared in more than one area. For example, "utility home economist" was a title used in four different divisions. An additional statement was used to clarify that certain occupational titles appeared in more than one area and to designate which particular area. The statement used was as

follows: "in the area of ... ." The blank was filled by the particular area(s) under which the title appeared.

The instrument developed for data collection emphasized the prestige nature of the study. One section of the questionnaire was designed to identify the factor which the respondent felt was the most influential on the prestige rating of an occupation.

The questionnaire presented the 118 occupations which were to be rated according to one of six adjectives. These adjectives were used in the National Opinion Research Center's study in 1947<sup>1</sup> and in a follow-up study by Hodge, Siegel, and Rossi in 1963.<sup>2</sup> Each adjective was assigned a numerical value: an "excellent" rating had a value of 100, a "good" rating the value of 80, an "average" rating the value of 60, a "somewhat below average" rating the value of 40, a "poor" rating the value of 20, and a "do not know" rating the value of 0. Calculating the numerical average of these arbitrarily assigned values yielded the prestige rating score for each occupational title.

A personal data sheet accompanied the questionnaire, but the respondent's name was not required. Students were requested to complete the questionnaire prior to filling in the data sheet. General information was requested concerning college classification, major area of study, marital status, estimated grade point, estimated size of high school attended, and the estimated size of the home town, as shown in

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<sup>1</sup>C. C. North and Paul K. Hatt, "Jobs and Occupations: A Popular Evaluation," Logan Wilson and William L. Kolb, Sociological Analysis (New York, 1949).

<sup>2</sup>Robert W. Hodge, Paul M. Siegel, and Peter H. Rossi, "Occupational Prestige in the United States: 1925-1963," in Reinhard Bendix and Seymour Martin Lipset, Class, Status, and Power, 2nd edition (New York, 1966), pp. 322-334.

Appendix B. The data sheet also asked each respondent to indicate by first and second choice the most preferred occupations after graduation. These choices were rated in the manner in which the original 118 occupational titles were rated on the questionnaire. The data sheet specified that the respondent's preferred occupations did not have to be selected from the list of occupational titles which appeared on the questionnaire.

In administering the questionnaire, verbal instructions introduced the investigator as a graduate student in Home Economics. The following brief suggestions were given to help the respondents complete the questionnaire and data sheet, as shown in Appendix B.

1. Work as rapidly as possible.
2. Put down your first reactions.
3. Complete the pages in the order in which they are arranged.

#### Statistical Analysis

To determine the correlation between the freshmen and the senior prestige rating scores, the average scores of each occupational title for both groups were calculated by a specially designed computer program as presented in Appendix C. The statistical technique used was the Spearman rank correlation.<sup>3</sup> It was used to measure the variables in an ordinal scale. Subroutine SRANK from IBM's SSP (Scientific Subroutine Package) was used to compute the Spearman correlation coefficient. The .05 level was established as the level

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<sup>3</sup>Sidney Siegel, Nonparametric Statistics (United States, 1956), pp. 202-213.



of significance. The t test of significance was used to determine whether the correlation occurred by chance.

The Spearman correlation coefficient was determined by the following equation:

$$r_s = 1 - \frac{6 \sum_{i=1}^n d_i^2}{n^3 - n}$$

where

$$n = 118$$

$d_i$  = difference between the freshmen and seniors for the  $i^{\text{th}}$  occupation.

The statistic used to measure the significance of  $r_s$  was:

$$t = r_s \sqrt{\frac{n - 2}{1 - r_s^2}}$$

where the degrees of freedom were:

$$\text{d.f.} = n - 2 .$$

The relationship between the major area of study and the higher rated occupations was determined in a qualitative manner. The areas of study were designated as the departments in the College of Home Economies listed in Oklahoma State University's 1970-72 catalog. The higher rated occupations were designated as those rated 80.00 or above in each area of study and represented occupations with an "excellent" or "good" rating score.

The prestige rating score for each occupational title was calculated separately for the freshmen by first and second preference of

major, and for the seniors by declared major area of study. This was done by means of a specifically designed computer program as presented in Appendix C.

A relationship between an occupation title and a major area of study was said to exist when one or more of the following criteria were met:

1. The occupational title was listed under a corresponding area in AHEA'S career leaflets, as shown in Appendix A.
2. The occupational title was within the limits of the particular department areas as verified by each department head in the College of Home Economics at Oklahoma State University. Each department head indicated the relationship of the occupational titles to the department as "yes" or "somewhat," as shown in Appendix A.
3. The occupational title was related to course work in a department area as stated in course titles or descriptions in the Oklahoma State University's 1970-1972 catalog, as shown in Appendix A.

The coded questionnaire and the resulting computer listing of the coded raw data obtained from the sample are presented in Appendix D. This listing contains all the data analyzed in this study.

## CHAPTER IV

### FINDINGS AND ANALYSIS

The statistical and descriptive findings of this study are presented and analyzed in this chapter. Data reported were based on responses from a 1969-1970 prestige study involving students majoring in the College of Home Economics at Oklahoma State University.

#### The Sample

The random sample consisted of two groups of respondents, freshmen and seniors. The distribution by major department areas of each group is shown in Table I. The freshmen group had not formally declared a major and the respondents were asked to indicate a first and second choice of major area of study. Thus, two subdivisions were used relative to the major areas of study for the freshmen.

The seniors were divided into groups as to declared major areas of study before the one-third random sample was drawn. Thereby, the six different departments, or areas of study, were proportionately represented as is shown in Table I.

#### Major Area of Study

The seniors were asked to indicate if a double major had been declared. Four seniors, of the 57 sampled, reported a double major. The second major area for three of these four respondents was an

TABLE I  
MAJOR AREA OF STUDY

Department Area	<u>Freshmen</u> N = 74		<u>Seniors</u> N = 57
	First Choice	Second Choice	Percent
	Percent	Percent	
CTM	33.8	18.9	12.3
FRCD	24.3	23.0	29.8
FNIA	6.8	9.5	7.0
HEED	20.3	13.5	38.6
HMEFE	1.3	5.4	1.8
HID	13.5	13.5	10.5
OTHER		1.3 <sup>a</sup> 14.9 <sup>b</sup>	
TOTAL	100.0	100.0	100.0

<sup>a</sup>Major outside the College of Home Economics.

<sup>b</sup>Did not select a second choice.

education area and the fourth respondent declared library science as the double major.

The senior group was also asked to indicate whether a change of major area of study had occurred since the freshmen year. Almost one-half, 49.2 percent, of the seniors had changed their major. Appendix E, Table XXXI shows the percentage of seniors who had changed majors, and indicates the previous major areas of study. The seniors in the Housing and Interior Design Department and the Home Management, Equipment and Family Economics Department had no previous major areas of study, but these majors represented only 12.3 percent of the senior respondents. The largest percent of seniors with previous majors, 82.4 percent, was in the Family Relations and Child Development Department. The Food, Nutrition and Institution Administration Department showed 75.0 percent of the seniors in that department had previously changed their majors.

The respondents tended to be homogeneous in terms of the size of high school, the size of home town, and the grade point average, but the respondents varied greatly in terms of marital status. Appendix E, Tables XXVIII, XXV, XXVII, and XXIX present these findings.

#### Size of High School

When the major area of study was considered, the Clothing, Textiles and Merchandising seniors tended to come from small high schools. More than half of these seniors graduated from high schools with an enrollment of 499 or less. The freshmen group was evenly divided between the larger and smaller high schools. However, 24.0 percent of

the freshmen came from high schools of 2000 or more students and none of the seniors were in this category.

The respondents in the Food, Nutrition and Institution Administration department tended to come from small high schools. The freshmen group contained 75.0 percent from the category of 499 or less, and the senior group held 40.0 percent in this category. The larger high school category, 1000 or more in size, contained 29.0 percent of the freshmen group but none of the senior group.

The freshmen group in the Housing and Interior Design Department came from large high schools, 80.0 percent of the freshmen were in the category of 1000 or more. Only 10.0 percent of the freshmen came from high schools in smaller categories of 499 or less. The senior group was evenly dispersed in these categories, as shown in Appendix E, Table XXIV.

#### Size of Home Town

The size of the home town, a generally homogeneous characteristic, tended to show some differences when considered by department areas. The freshmen in the Clothing, Textiles and Merchandising tended to be from larger towns and the seniors tended to be from smaller towns.

The freshmen in the Housing and Interior Design Department were from larger towns. The seniors were evenly divided between the smaller and the larger home towns as seen in Appendix E, Table XXVI.

#### Grade Point Average

The grade point average of respondents in the Clothing, Textiles and Merchandising Department revealed that the freshmen group had a

larger percentage in the category of 2.50 - 2.99 than did the senior group. The other five department areas had a larger percentage of the seniors in this category, as seen in Appendix E, Table XXVIII.

#### Marital Status

Marital status was not evenly dispersed. None of the freshmen were married, but 45.6 percent of the senior students were married as shown in Appendix E, Table XXIX. The distribution shown in Appendix E, Table XXX indicates that 46.2 percent of these married students had been married one year or less.

#### Prestige Data

#### Influential Factor

Selected factors which were influential in assigning prestige value to occupational titles were presented in the questionnaire. Each respondent was asked to designate the one factor considered to be the most influential in the prestige rating of an occupation. These factors are presented in Table II.

Almost half of the freshmen, and a third of the seniors indicated that the "salary possibilities" factor had the most influence on the prestige of an occupation. More seniors than freshmen felt that "education necessary" was the most influential factor in assigning prestige to an occupational title. Within the freshmen group, 2.7 percent of the respondents elected to write in a factor felt to be the most influential on prestige ranking of an occupation. Only 1.8 percent of the senior group elected to write in the most influential

factor. These factors were "possibility for advancement," "personal interest," and "if happy doing the job."

TABLE II  
FACTORS INFLUENCING PRESTIGE RATINGS  
OF OCCUPATIONAL TITLES

	<u>Freshmen</u>	<u>Seniors</u>
	N = 74	N = 57
	Percent	Percent
Salary Possibilities	45.9	33.4
Responsibility Required	20.3	21.0
Education Necessary	16.2	29.8
Service to Humanity	14.9	14.0
Other	2.7	1.8
TOTAL	100.0	100.0

Prestige Ratings of Total Sample

The prestige ratings of the 118 occupational titles in an ordinal scale for the entire sample are presented in Appendix F. Both the freshmen and the senior groups are combined in these rating and rank scores. There were nineteen occupational titles rated 80.00 or above, which was a rating of "good" or "excellent" by the respondents. Eleven, or 52.3 percent, of these occupational titles were rated in



this higher category of 80.00 or above by both the freshmen and the senior groups. An asterisk is used to note these higher rated occupational titles in Table III below.

TABLE III  
HIGHER RATED OCCUPATIONAL TITLES  
BY FRESHMEN AND SENIORS

Occupation Title	Rate
* Fashion Designer	90.84
* Interior Designer	89.77
* Clothing Designer	89.16
* Interior Decorator	87.63
* Space Food Technologist	86.72
* Fashion Editor	85.95
* Food Chemist	83.21
Fashion Illustrator	82.75
* Furniture Designer	82.60
* Textile Designer	82.60
* Costume Designer	82.44
Department Store Buyer in Area of Textiles and Clothing	82.14
Fashion Coordinator	81.68
* Food Research Specialist	81.22
Research Specialist in Area of Family Relations and Child Development	81.07
Nutrition Research Specialist	80.92
Child Guidance Counselor	80.61
Department Store Buyer in Area of Housing, Furnishings and Equipment	80.15
Research Specialist in Area of Textiles and Clothing	80.15

## Preferred Occupations

Each of the respondents was asked to list and rate a first and second choice in terms of the most preferred occupations after graduation. The titles for these occupations did not have to be selected from those listed in the prestige questionnaire.

The average prestige rating of the most preferred occupations by department areas showed the freshmen in five out of six of the departments rated the first choice higher than the second choice. The exception was the Home Management, Equipment and Family Economics Department, in which the freshmen rated the two choices equally. See Appendix G. The mean scores of the prestige ratings of the most preferred occupations for the freshmen were: 87.90 for the first choice and 79.30 for the second choice.

The mean prestige ratings of the most preferred occupations after graduation for all the seniors were: 78.50 for the first choice and 74.50 for the second choice. The senior's first choices of preferred occupations were rated higher than the second choices, as shown in Appendix G.

## Analysis

### Hypothesis I

The first hypothesis stated that there would be no significant difference between the freshmen and the senior prestige ratings of the occupational titles. The findings related to Hypothesis I were analyzed statistically using the Spearman correlation coefficient and the t test of significance. Table IV shows the comparison of the

TABLE IV

## PRESTIGE RATINGS OF SELECTED BUSINESS OCCUPATIONAL TITLES

OCCUPATION TITLE	RATE (RANK)	
	FRESHMEN	SENIORS
1 ADVERTISING ARTIST	75.68 (39.50)	78.95 (18.00)
2 ADVERTISING ACCOUNT EXECUTIVE IN AREA OF TEXTILES & CLOTHING	77.57 (30.50)	76.49 (27.50)
3 ADVERTISING COPYWRITER IN AREA OF FOOD & NUTRITION	65.68 (99.00)	65.61 (99.00)
4 ADVERTISING COPYWRITER IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	63.78 (105.50)	69.12 (81.50)
5 AIRLINE FOOD SERVICE SUPERVISOR	69.19 (79.50)	71.23 (67.50)
6 APPLIANCE SPECIALIST	61.89 (109.00)	65.61 (99.00)
7 ARMED SERVICES DIETITIAN	66.76 (95.50)	64.21 (106.00)
8 CAFETERIA SUPERVISOR	60.54 (112.00)	60.35 (113.00)
9 CHILD CARE SPECIALIST	76.22 (38.00)	78.95 (18.00)
10 CHILD GUIDANCE COUNSELOR	78.11 (27.50)	83.86 (5.00)
11 CITY PLANNING CONSULTANT	73.24 (57.50)	79.30 (15.50)
12 CLOTHING CONSULTANT	80.00 (20.00)	76.14 (30.50)
13 CLOTHING DESIGNER	90.54 (4.00)	87.37 (2.00)
14 COLLEGE FOOD SERVICE DIRECTOR	72.70 (59.50)	70.88 (70.50)
15 COLOR COORDINATOR	67.84 (89.00)	67.72 (91.00)
16 COMMUNITY AID HOME ECONOMIST IN AREA OF FOOD & NUTRITION	68.92 (83.00)	66.67 (93.50)
17 COMMUNITY AID HOME ECONOMIST IN AREA OF FAMILY RELATION & CHILD DEVELOPMENT	71.35 (68.00)	69.82 (76.50)
18 CONSUMER CONSULTANT IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	70.54 (69.00)	69.12 (81.50)
19 CONSUMER CONSULTANT IN AREA OF FOOD & NUTRITION	69.73 (75.00)	68.77 (85.00)
20 CONSUMER CONSULTANT IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	70.00 (72.50)	70.53 (73.00)
21 CONSUMER EDUCATION SPECIALIST IN AREA OF TEXTILES & CLOTHING	75.14 (44.00)	74.04 (44.50)
22 CONSUMER INFORMATION SPECIALIST IN AREA OF ART	69.73 (75.00)	74.04 (44.50)
23 CONSUMER INFORMATION SPECIALIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	69.73 (75.00)	70.53 (73.00)
24 CONSUMER MARKETING SPECIALIST IN AREA OF INSTITUTIONAL ADMINISTRATION	70.27 (70.50)	74.74 (38.00)
25 COSTUME DESIGNER	81.62 (17.00)	83.51 (7.00)
26 DEPARTMENT STORE BUYER IN AREA OF ART	78.38 (25.50)	74.74 (38.00)
27 DEPARTMENT STORE BUYER IN AREA OF TEXTILES & CLOTHING	86.49 (7.00)	76.49 (27.50)
28 DEPARTMENT STORE BUYER IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	83.24 (11.50)	76.14 (30.50)
29 DIETITIAN	77.57 (30.50)	75.09 (35.00)
30 DISPLAY DESIGNER	77.03 (35.00)	74.04 (44.50)
31 DRESS PATTERN DESIGNER	78.92 (24.00)	75.09 (35.00)
32 EDUCATIONAL MATERIALS WRITER IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	69.19 (79.50)	73.33 (50.00)
33 EDUCATIONAL MATERIALS WRITER IN AREA OF FOOD & NUTRITION	70.27 (70.50)	73.68 (47.50)
34 EDUCATIONAL MATERIALS WRITER IN AREA OF INSTITUTION ADMINISTRATION	67.30 (91.50)	72.28 (59.00)
35 EQUIPMENT DESIGNER	72.16 (64.00)	75.09 (35.00)
36 EXHIBIT DESIGNER	68.92 (83.00)	68.77 (85.00)
37 FABRICS COORDINATOR	77.03 (35.00)	72.28 (59.00)
38 FAMILY FINANCIAL COUNSELOR	74.05 (53.00)	71.93 (61.00)
39 FAMILY LIFE CONSULTANT	74.59 (50.50)	73.33 (50.00)
40 FASHION COORDINATOR	83.78 (10.00)	78.95 (18.00)
41 FASHION DESIGNER	91.62 (2.00)	89.82 (1.00)
42 FASHION EDITOR	87.84 (5.00)	83.51 (7.00)
43 FASHION ILLUSTRATOR	85.14 (8.00)	79.65 (13.50)
44 FOOD CHEMIST	83.24 (11.50)	83.16 (9.50)
45 FOOD COLUMNIST	71.89 (66.00)	70.18 (75.00)
46 FOOD PHOTOGRAPHER	66.76 (95.50)	66.32 (95.00)
47 FOOD RESEARCH SPECIALIST	80.00 (20.00)	82.81 (11.00)
48 FOOD SERVICE SPECIALIST	75.41 (41.00)	77.19 (23.00)
49 FURNITURE DESIGNER	82.16 (14.50)	83.16 (9.50)
50 GUIDANCE COUNSELOR	75.14 (44.00)	76.14 (30.50)
51 HOME LIGHTING CONSULTANT	64.32 (103.00)	65.96 (96.50)
52 HOME PLANNING SPECIALIST	69.46 (77.00)	74.39 (41.00)
53 HOME SERVICE DIRECTOR	62.16 (108.00)	66.67 (93.50)
54 HOSPITAL DIETITIAN	74.05 (53.00)	72.98 (53.00)
55 HOTEL EXECUTIVE HOUSEKEEPER	56.49 (117.00)	54.39 (118.00)
56 HOTEL MANAGER	72.43 (62.00)	71.23 (67.50)
57 INDUSTRIAL FOOD SERVICE MANAGER	63.51 (107.00)	65.96 (96.50)
58 INSTITUTIONAL FEEDING SPECIALIST	68.65 (85.50)	68.77 (85.00)

TABLE IV (Continued)

59	INTERIOR DECORATOR	90.81 ( 3.00)	83.51 ( 7.00)
60	INTERIOR DESIGNER	91.89 ( 1.00)	87.02 ( 3.00)
61	KITCHEN & EQUIPMENT EDITOR	66.22 ( 97.00)	68.77 ( 85.00)
62	KITCHEN PLANNER	68.11 ( 88.00)	70.88 ( 70.50)
63	LAUNDRY CONSULTANT	54.86 (118.00)	55.79 (117.00)
64	LAUNDRY PRODUCTS SPECIALIST	61.35 (110.50)	62.11 (110.00)
65	MAGAZINE EDITOR IN AREA OF ART	80.54 ( 18.00)	76.84 ( 25.00)
66	MAGAZINE EDITOR IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	74.86 ( 48.00)	72.63 ( 56.00)
67	MAGAZINE EDITOR IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	77.30 ( 32.00)	76.84 ( 25.00)
68	MAGAZINE EDITOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	77.03 ( 35.00)	76.14 ( 30.50)
69	MARKETING SPECIALIST IN AREA OF FOOD & NUTRITION	74.86 ( 48.00)	74.39 ( 41.00)
70	MOBILE HOMES DESIGNER	74.86 ( 48.00)	72.98 ( 53.00)
71	MONEY MANAGEMENT SPECIALIST	68.92 ( 83.00)	67.02 ( 92.00)
72	MOVING & STORAGE CONSULTANT	58.11 (115.00)	57.89 (116.00)
73	MUSEUM CURATOR	59.73 (113.50)	64.56 (105.00)
74	NEWSPAPER EDITOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	69.19 ( 79.50)	71.23 ( 67.50)
75	NEWSPAPER FOOD EDITOR	67.57 ( 90.00)	69.47 ( 79.00)
76	NUTRITION CONSULTANT	74.59 ( 50.50)	72.63 ( 56.00)
77	NUTRITION RESEARCH SPECIALIST	82.16 ( 14.50)	79.30 ( 15.50)
78	OFFICE DESIGNER	77.03 ( 35.00)	69.82 ( 76.50)
79	PACKAGE DESIGNER IN AREA OF ART	65.68 ( 99.00)	63.51 (107.50)
80	PRODUCT DEVELOPER IN AREA OF ART	64.05 (104.00)	63.51 (107.50)
81	PRODUCT DEVELOPER IN AREA OF TEXTILES & CLOTHING	75.14 ( 44.00)	71.58 ( 63.50)
82	PRODUCT DEVELOPMENT SPECIALIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	73.51 ( 55.50)	73.68 ( 47.50)
83	PRODUCT PUBLICITY DIRECTOR IN AREA OF ART	71.89 ( 66.00)	71.58 ( 63.50)
84	PRODUCT PUBLICITY DIRECTOR IN AREA OF TEXTILES & CLOTHING	75.14 ( 44.00)	72.98 ( 53.00)
85	PRODUCT PUBLICITY DIRECTOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	72.43 ( 62.00)	71.58 ( 63.50)
86	PUBLIC HEALTH NUTRITIONIST	75.68 ( 39.50)	70.53 ( 73.00)
87	PUBLIC HOUSING CONSULTANT	68.65 ( 85.50)	69.47 ( 79.00)
88	PUBLIC RELATIONS EXECUTIVE IN AREA OF ART	71.89 ( 66.00)	72.63 ( 56.00)
89	PUBLIC RELATIONS EXECUTIVE IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	73.51 ( 55.50)	71.58 ( 63.50)
90	PUBLICITY DIRECTOR IN AREA OF FOOD & NUTRITION	72.43 ( 62.00)	68.77 ( 85.00)
91	REHABILITATION SPECIALIST	79.19 ( 22.50)	78.60 ( 20.00)
92	RESEARCH SPECIALIST IN AREA OF TEXTILES & CLOTHING	82.16 ( 14.50)	77.54 ( 22.00)
93	RESEARCH SPECIALIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	78.38 ( 25.50)	75.79 ( 33.00)
94	RESEARCH SPECIALIST IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	82.16 ( 14.50)	79.65 ( 13.50)
95	RESEARCH SPECIALIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.00 ( 20.00)	78.25 ( 21.00)
96	RESEARCH SPECIALIST IN AREA OF INSTITUTION ADMINISTRATION	78.11 ( 27.50)	74.39 ( 41.00)
97	RESTAURANT CHAIN MENU PLANNER	67.03 ( 93.50)	61.40 (111.00)
98	RESTAURANT OWNER	70.00 ( 72.50)	68.07 ( 90.00)
99	RETAIL STORE TRAINING SPECIALIST	68.38 ( 87.00)	65.26 (102.50)
100	SAVINGS BANK HOME ECONOMIST	61.35 (110.50)	59.30 (114.00)
101	SCHOOL LUNCH CONSULTANT	57.84 (116.00)	61.05 (112.00)
102	SCHOOL LUNCH DIRECTOR	59.73 (113.50)	63.16 (109.00)
103	SEWING CENTER DIRECTOR	63.78 (105.50)	58.95 (115.00)
104	SOCIAL WORKER	77.84 ( 29.00)	71.23 ( 67.50)
105	SPACE FOOD TECHNOLOGIST	87.57 ( 6.00)	85.61 ( 4.00)
106	TEST KITCHEN DIRECTOR	75.14 ( 44.00)	76.84 ( 25.00)
107	TEST KITCHEN HOME ECONOMIST	73.24 ( 57.50)	72.28 ( 59.00)
108	TEXTILE DESIGNER	84.59 ( 9.00)	80.00 ( 12.00)
109	TEXTILE LAB TECHNICIAN	79.19 ( 22.50)	68.42 ( 88.50)
110	URBAN RENEWAL CONSULTANT	72.70 ( 59.50)	74.04 ( 44.50)
111	UTILITY HOME ECONOMIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	65.68 ( 99.00)	65.61 ( 99.00)
112	UTILITY HOME ECONOMIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	65.41 (101.00)	65.26 (102.50)
113	UTILITY HOME ECONOMIST IN AREA OF FOOD & NUTRITION	67.30 ( 91.50)	65.26 (102.50)
114	UTILITY HOME ECONOMIST IN AREA OF INSTITUTION ADMINISTRATION	64.86 (102.00)	65.26 (102.50)
115	VISUAL AIDS SPECIALIST IN AREA OF ART	67.03 ( 93.50)	68.42 ( 88.50)
116	WELFARE HOME ECONOMIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	69.19 ( 79.50)	69.47 ( 79.00)
117	WELFARE HOME ECONOMIST IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	74.05 ( 53.00)	73.33 ( 50.00)
118	YOUTH COUNSELOR	77.03 ( 35.00)	74.74 ( 38.00)
AVERAGES:		72.92	72.11

ratings and rank ordering of the occupations for the freshmen and senior groups. The resulting correlation coefficient was .90.

A correlation coefficient of .90 and 116 degrees of freedom yields a t test of significance of 22.80. Based upon these figures, the level of significance was notably beyond the .01 level.

The null hypothesis was supported by the findings of this study. The degree of prestige assigned to the occupational titles of home economists in business did not vary significantly as perceived by the freshmen and senior groups.

### Hypothesis II

The second hypothesis stated that there would be no relationship between the freshmen's higher prestige ratings of business occupational titles and the choices of major area of study. A relationship between the freshmen's higher prestige rating scores and the choices of major area of study was identified in each of the six department areas in the College of Home Economics at Oklahoma State University.

A discussion of the major area of study of the freshmen by first and second choices and the related occupations within each of these six areas of study follows:

1. The Clothing, Textiles and Merchandising Department was indicated as the first choice of major area of study by 33.8 percent of the freshmen. Table V shows 21 occupational titles which these respondents rated as 80.00 or above. There were 66.7 percent of these occupational titles related to this department as determined by the designated criteria. There were 34 occupations of the 118 titles listed on the

TABLE V

HIGHER RATED OCCUPATIONAL TITLES - CTM DEPARTMENT -  
FRESHMEN, FIRST CHOICE

OCCUPATION TITLE	RATE
*FASHION DESIGNER	94.40
*CLOTHING DESIGNER	92.80
*DEPARTMENT STORE BUYER IN AREA OF TEXTILES & CLOTHING	92.80
INTERIOR DESIGNER	92.80
*FASHION EDITOR	91.20
INTERIOR DECORATOR	91.20
*TEXTILE DESIGNER	90.40
*DEPARTMENT STORE BUYER IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	88.80
*FASHION COORDINATOR	88.80
*FASHION ILLUSTRATOR	88.00
*COSTUME DESIGNER	87.20
SPACE FOOD TECHNOLOGIST	85.60
*TEXTILE LAB TECHNICIAN	85.60
*CLOTHING CONSULTANT	84.80
*RESEARCH SPECIALIST IN AREA OF TEXTILES & CLOTHING	84.80
*DRESS PATTERN DESIGNER	83.20
FURNITURE DESIGNER	83.20
DEPARTMENT STORE BUYER IN AREA OF ART	82.40
*FABRICS COORDINATOR	80.80
MAGAZINE EDITOR IN AREA OF ART	80.00
NUTRITION RESEARCH SPECIALIST	80.00

\* OCCUPATIONAL TITLES RELATED TO THIS AREA OF STUDY.

questionnaire which were related to the department area, as seen in Appendix H. There were 41.2 percent of these 34 occupational titles rated in these higher occupations by the freshmen choosing Clothing, Textiles and Merchandising as a first choice of major area of study. The mean score for these respondents was 71.39. The mean score for the freshmen as a group was 72.92.

The Clothing, Textiles and Merchandising Department was selected as a second choice of major area of study by 18.9 percent of the freshmen. There were 37 occupational titles with the established rate of 80.00 or above, as shown in Table VI. There were 51.3 percent of these 37 occupational titles related to the Clothing, Textiles and Merchandising Department. Thirty-four of the 118 occupational titles listed on the questionnaire were related to this department, as shown in Appendix H. There were 55.8 percent of the possible related occupational titles rated 80.00 or above. The mean score of all 118 occupational titles by this group of freshmen was 75.35, and the mean for all occupational titles for the total freshmen group was 72.92.

2. The Family Relations and Child Development Department was selected as the first choice of major area of study by 24.3 percent of the freshmen group. There were 45 occupational titles rated 80.00 or above by the respondents in this department, as shown in Table VII. There were 22.2 percent of the 45 occupational titles related to the Family Relations and Child Development Department.

TABLE VI

HIGHER RATED OCCUPATIONAL TITLES - CTM DEPARTMENT -  
FRESHMEN, SECOND CHOICE

OCCUPATION TITLE	RATE
*CLOTHING DESIGNER	98.57
*FASHION DESIGNER	95.71
INTERIOR DECORATOR	95.71
INTERIOR DESIGNER	95.71
*FASHION EDITOR	91.43
*DEPARTMENT STORE BUYER IN AREA OF TEXTILES & CLOTHING	90.00
*ADVERTISING ACCOUNT EXECUTIVE IN AREA OF TEXTILES & CLOTHING	88.57
*RESEARCH SPECIALIST IN AREA OF TEXTILES & CLOTHING	88.57
FOOD CHEMIST	87.14
*TEXTILE DESIGNER	87.14
*FASHION ILLUSTRATOR	85.71
MAGAZINE EDITOR IN AREA OF ART	85.71
RESEARCH SPECIALIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	85.71
RESEARCH SPECIALIST IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	85.71
*RESEARCH SPECIALIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	85.71
SPACE FOOD TECHNOLOGIST	85.71
CHILD GUIDANCE COUNSELOR	84.29
*DEPARTMENT STORE BUYER IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	84.29
RESEARCH SPECIALIST IN AREA OF INSTITUTION ADMINISTRATION	84.29
*CLOTHING CONSULTANT	82.86
*FASHION COORDINATOR	82.86
MAGAZINE EDITOR IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	82.86
*COSTUME DESIGNER	81.43
DEPARTMENT STORE BUYER IN AREA OF ART	81.43
*DRESS PATTERN DESIGNER	81.43
FOOD RESEARCH SPECIALIST	81.43
FURNITURE DESIGNER	81.43
MAGAZINE EDITOR IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	81.43
*MAGAZINE EDITOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	81.43
NUTRITION RESEARCH SPECIALIST	81.43
OFFICE DESIGNER	81.43
*TEXTILE LAB TECHNICIAN	81.43
YOUTH COUNSELOR	81.43
*CONSUMER EDUCATION SPECIALIST IN AREA OF TEXTILES & CLOTHING	80.00
*DISPLAY DESIGNER	80.00
*PRODUCT DEVELOPER IN AREA OF TEXTILES & CLOTHING	80.00
REHABILITATION SPECIALIST	80.00

\* OCCUPATIONAL TITLES RELATED TO THIS AREA OF STUDY.



TABLE VII

HIGHER RATED OCCUPATIONAL TITLES - FRCD DEPARTMENT -  
FRESHMEN, FIRST CHOICE

OCCUPATION TITLE	RATE
FASHION DESIGNER	94.44
INTERIOR DECORATOR	94.44
INTERIOR DESIGNER	94.44
CLOTHING DESIGNER	92.22
SPACE FOOD TECHNOLOGIST	91.11
FASHION EDITOR	90.00
FURNITURE DESIGNER	88.89
*REHABILITATION SPECIALIST	88.89
TEXTILE DESIGNER	88.89
FASHION ILLUSTRATOR	87.78
FOOD CHEMIST	87.78
RESEARCH SPECIALIST IN AREA OF TEXTILES & CLOTHING	87.78
*RESEARCH SPECIALIST IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	87.78
DEPARTMENT STORE BUYER IN AREA OF TEXTILES & CLOTHING	86.67
NUTRITION RESEARCH SPECIALIST	86.67
*SOCIAL WORKER	86.67
COSTUME DESIGNER	85.56
FASHION COORDINATOR	85.56
*RESEARCH SPECIALIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	85.56
DEPARTMENT STORE BUYER IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	84.44
MAGAZINE EDITOR IN AREA OF ART	84.44
*MAGAZINE EDITOR IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	84.44
MAGAZINE EDITOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	84.44
OFFICE DESIGNER	84.44
PRODUCT DEVELOPER IN AREA OF TEXTILES & CLOTHING	84.44
RESEARCH SPECIALIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	84.44
RESEARCH SPECIALIST IN AREA OF INSTITUTION ADMINISTRATION	84.44
FOOD RESEARCH SPECIALIST	83.33
MARKETING SPECIALIST IN AREA OF FOOD & NUTRITION	83.33
PRODUCT PUBLICITY DIRECTOR IN AREA OF TEXTILES & CLOTHING	83.33
PUBLIC RELATIONS EXECUTIVE IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	83.33
*CHILD CARE SPECIALIST	82.22
*CHILD GUIDANCE COUNSELOR	82.22
*COMMUNITY AND HOME ECONOMIST IN AREA OF FAMILY RELATION & CHILD DEVELOPMENT	82.22
PRODUCT DEVELOPMENT SPECIALIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	82.22
PUBLIC HEALTH NUTRITIONIST	82.22
TEXTILE LAB TECHNICIAN	82.22
URBAN RENEWAL CONSULTANT	82.22
CLOTHING CONSULTANT	81.11
*YOUTH COUNSELOR	81.11
DEPARTMENT STORE BUYER IN AREA OF ART	80.00
FABRICS COORDINATOR	80.00
FOOD SERVICE SPECIALIST	80.00
PRODUCT PUBLICITY DIRECTOR IN AREA OF ART	80.00
*WELFARE HOME ECONOMIST IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	80.00

\* OCCUPATIONAL TITLES RELATED TO THIS AREA OF STUDY.

Fifteen of the 118 occupational titles were related to this department, and 66.7 percent of these were rated 80.00 or above. See Appendix H for the complete list of related occupational titles. The mean score was 77.37 for all the occupational titles rated by the freshmen in this department as their first choice. The mean for all freshmen was 72.92.

There were 23.0 percent of the freshmen that identified the Family Relations and Child Development Department as a second choice of major area of study. Eight occupational titles had an average score of 80.00 or above. There were 12.5 percent of these occupational titles which were related to this area of study, as shown in Table VIII. The average score of all occupations in this subgroup was 66.52 which was somewhat lower than the average of 72.92 for all the freshmen for all occupational titles.

3. The Food, Nutrition and Institution Administration Department was designated as a first choice of major area of study by 6.8 percent of the freshmen. Thirteen occupational titles were rated 80.00 or above, as shown in Table IX. All thirteen occupational titles were related to the Food, Nutrition and Institution Administration Department.

There were 34.2 percent of the 38 occupational titles which were related to this department. See Appendix H for the list of related occupational titles. The mean score for the group of freshmen that chose this department as a first choice of major area of study was 63.66, and the mean for all freshmen was 72.92.

TABLE VIII

HIGHER RATED OCCUPATIONAL TITLES - FRCD DEPARTMENT -  
FRESHMEN, SECOND CHOICE

OCCUPATION TITLE	RATE
INTERIOR DECORATOR	87.06
INTERIOR DESIGNER	87.06
FASHION DESIGNER	83.53
*SOCIAL WORKER	82.35
SPACE FOOD TECHNOLOGIST	82.35
CLOTHING DESIGNER	80.00
DEPARTMENT STORE BUYER IN AREA OF TEXTILES & CLOTHING	80.00
FASHION EDITOR	80.00

\* OCCUPATIONAL TITLES RELATED TO THIS AREA OF STUDY.

TABLE IX

HIGHER RATED OCCUPATIONAL TITLES - FNIA DEPARTMENT -  
FRESHMEN, FIRST CHOICE

OCCUPATION TITLE	RATE
*SPACE FOOD TECHNOLOGIST	92.00
*FOOD CHEMIST	88.00
*NUTRITION RESEARCH SPECIALIST	88.00
*COLLEGE FOOD SERVICE DIRECTOR	84.00
*DIETITIAN	84.00
*FOOD SERVICE SPECIALIST	84.00
*RESEARCH SPECIALIST IN AREA OF INSTITUTION ADMINISTRATION	84.00
*CONSUMER CONSULTANT IN AREA OF FOOD & NUTRITION	80.00
*FOOD RESEARCH SPECIALIST	80.00
*HOME SERVICE DIRECTOR	80.00
*INDUSTRIAL FOOD SERVICE MANAGER	80.00
*NUTRITION CONSULTANT	80.00
*PUBLIC HEALTH NUTRITIONIST	80.00

\* OCCUPATIONAL TITLES RELATED TO THIS AREA OF STUDY.

The Food, Nutrition and Institution Administration Department was designated as a second choice of major area of study by 9.5 percent of the freshmen. Sixty occupational titles were rated as 80.00 or above by these respondents. There were 36.6 percent of these 60 occupations that were found to be related to this department as seen in Table X.

There were 38 occupational titles, of the 118 listed on the questionnaire, which were related to this major area of study. See Appendix H for the complete list of related occupational titles. There were 57.8 percent of these occupational titles rated 80.00 or above. The mean score for this group of freshmen was 77.67, and the mean of the freshmen group for all 118 occupational titles was 72.92.

4. The Home Economics Education Department was designated as a first choice major area of study by 20.3 percent of the freshmen. There were 28 occupational titles which were rated 80.00 or above, as seen in Table XI. There were 10.7 percent of these occupational titles which were related to this department.

There were 20 occupations related to the Home Economics Education Department from the list of 118 titles of the questionnaire. There were 15.0 percent of the related occupational titles in this area of study rated 80.00 or above. The mean score for this subgroup was 73.32 compared to 72.92 for all freshmen.

The Home Economics Education Department was designated as a second choice of major area of study by 13.5 percent of

TABLE X

HIGHER RATED OCCUPATIONAL TITLES - FNIA DEPARTMENT -  
FRESHMEN, SECOND CHOICE

OCCUPATION TITLE	RATE
CLOTHING DESIGNER	91.43
FASHION DESIGNER	91.43
FURNITURE DESIGNER	91.43
RESEARCH SPECIALIST IN AREA OF TEXTILES & CLOTHING	91.43
*SPACE FOOD TECHNOLOGIST	91.43
TEXTILE DESIGNER	91.43
FASHION EDITOR	88.57
*FOOD CHEMIST	88.57
*INSTITUTIONAL FEEDING SPECIALIST	88.57
MAGAZINE EDITOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	88.57
*MARKETING SPECIALIST IN AREA OF FOOD & NUTRITION	88.57
*NUTRITION RESEARCH SPECIALIST	88.57
REHABILITATION SPECIALIST	88.57
RESEARCH SPECIALIST IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	88.57
ADVERTISING ACCOUNT EXECUTIVE IN AREA OF TEXTILES & CLOTHING	85.71
CONSUMER EDUCATION SPECIALIST IN AREA OF TEXTILES & CLOTHING	85.71
FASHION ILLUSTRATOR	85.71
*FOOD RESEARCH SPECIALIST	85.71
*FOOD SERVICE SPECIALIST	85.71
MAGAZINE EDITOR IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	85.71
MAGAZINE EDITOR IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	85.71
PRODUCT DEVELOPER IN AREA OF TEXTILES & CLOTHING	85.71
PUBLIC RELATIONS EXECUTIVE IN AREA OF ART	85.71
*RESEARCH SPECIALIST IN AREA OF INSTITUTION ADMINISTRATION	85.71
*RESTAURANT CHAIN MENU PLANNER	85.71
CHILD CARE SPECIALIST	82.86
CLOTHING CONSULTANT	82.86
*COLLEGE FOOD SERVICE DIRECTOR	82.86
DEPARTMENT STORE BUYER IN AREA OF TEXTILES & CLOTHING	82.86
*EDUCATIONAL MATERIALS WRITER IN AREA OF FOOD & NUTRITION	82.86
*EDUCATIONAL MATERIALS WRITER IN AREA OF INSTITUTION ADMINISTRATION	82.86
FASHION COORDINATOR	82.86
INTERIOR DESIGNER	82.86
MAGAZINE EDITOR IN AREA OF ART	82.86
OFFICE DESIGNER	82.86
PRODUCT DEVELOPMENT SPECIALIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	82.86
PUBLIC RELATIONS EXECUTIVE IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	82.86
*PUBLICITY DIRECTOR IN AREA OF FOOD & NUTRITION	82.86
RESEARCH SPECIALIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	82.86
RESEARCH SPECIALIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	82.86
*RESTAURANT OWNER	82.86
WELFARE HOME ECONOMIST IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	82.86
*ADVERTISING COPYWRITER IN AREA OF FOOD & NUTRITION	80.00
*COMMUNITY AID HOME ECONOMIST IN AREA OF FOOD & NUTRITION	80.00
CONSUMER INFORMATION SPECIALIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	80.00
DEPARTMENT STORE BUYER IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.00
*DIETITIAN	80.00
EDUCATIONAL MATERIALS WRITER IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	80.00
*FOOD COLUMNIST	80.00
*HOSPITAL DIETITIAN	80.00
INTERIOR DECORATOR	80.00
NEWSPAPER EDITOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.00
*NEWSPAPER FOOD EDITOR	80.00
PACKAGE DESIGNER IN AREA OF ART	80.00
PRODUCT PUBLICITY DIRECTOR IN AREA OF TEXTILES & CLOTHING	80.00
PRODUCT PUBLICITY DIRECTOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.00
*PUBLIC HEALTH NUTRITIONIST	80.00
*UTILITY HOME ECONOMIST IN AREA OF FOOD & NUTRITION	80.00
WELFARE HOME ECONOMIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	80.00
YOUTH COUNSELOR	80.00

\* OCCUPATIONAL TITLES RELATED TO THIS AREA OF STUDY.

TABLE XI  
 HIGHER RATED OCCUPATIONAL TITLES - HEED DEPARTMENT -  
 FRESHMEN, FIRST CHOICE

OCCUPATION TITLE	RATE
CLOTHING DESIGNER	90.67
FASHION DESIGNER	90.67
SPACE FOOD TECHNOLOGIST	90.67
INTERIOR DECORATOR	89.33
INTERIOR DESIGNER	89.33
FASHION EDITOR	88.00
RESEARCH SPECIALIST IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	88.00
FOOD CHEMIST	86.67
FOOD RESEARCH SPECIALIST	86.67
FAMILY LIFE CONSULTANT	85.33
WELFARE HOME ECONOMIST IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	85.33
NUTRITION CONSULTANT	84.00
*REHABILITATION SPECIALIST	84.00
DRESS PATTERN DESIGNER	82.67
HOSPITAL DIETITIAN	82.67
MARKETING SPECIALIST IN AREA OF FOOD & NUTRITION	82.67
NUTRITION RESEARCH SPECIALIST	82.67
*YOUTH COUNSELOR	82.67
DIETITIAN	81.33
FASHION ILLUSTRATOR	81.33
PUBLIC HEALTH NUTRITIONIST	81.33
*SOCIAL WORKER	81.33
TEXTILE LAB TECHNICIAN	81.33
CHILD GUIDANCE COUNSELOR	80.00
RESEARCH SPECIALIST IN AREA OF TEXTILES & CLOTHING	80.00
RESEARCH SPECIALIST IN AREA OF INSTITUTION ADMINISTRATION	80.00
TEST KITCHEN HOME ECONOMIST	80.00
TEXTILE DESIGNER	80.00

\* OCCUPATIONAL TITLES RELATED TO THIS AREA OF STUDY.

the freshmen. Forty-one occupational titles were rated 80.00 or above, as shown in Table XII. There were 7.3 percent of these 41 occupational titles related to this department. There were 19 occupational titles related to this department from the list of 118 occupational titles on the questionnaire; see Appendix H for a complete list of related occupational titles. There were 15.7 percent of these 19 occupational titles rated 80.00 or above. The mean score of this subgroup was 74.76, and the mean score of the freshmen as a whole was 72.92.

5. The Home Management, Equipment and Family Economics Department was designated as a first choice of major area of study by 1.3 percent of the freshmen group. There were 69 occupational titles rated 80.00 and above. There were 27.5 percent of these occupational titles related to this department, as seen in Table XIII.

Thirty-four occupations of the 118 titles listed on the questionnaire were related to this department. There were 55.9 percent of these 34 occupational titles which were related to the Home Management, Equipment and Family Economics Department.

The Home Management, Equipment and Family Economics Department was designated as a second choice of major area of study by 5.4 percent of the freshmen group. There were 69 occupational titles rated as 80.00 or above by this freshman group, and 21.7 percent of these occupational titles were related to this department. See Table XIV.



TABLE XII

HIGHER RATED OCCUPATIONAL TITLES - HEED DEPARTMENT -  
FRESHMEN, SECOND CHOICE

OCCUPATION TITLE	RATE
FASHION DESIGNER	96.00
INTERIOR DECORATOR	96.00
INTERIOR DESIGNER	96.00
CLOTHING DESIGNER	94.00
DEPARTMENT STORE BUYER IN AREA OF TEXTILES & CLOTHING	94.00
FOOD CHEMIST	94.00
NUTRITION RESEARCH SPECIALIST	94.00
SPACE FOOD TECHNOLOGIST	94.00
FOOD RESEARCH SPECIALIST	92.00
RESEARCH SPECIALIST IN AREA OF TEXTILES & CLOTHING	92.00
TEXTILE DESIGNER	92.00
TEXTILE LAB TECHNICIAN	92.00
DEPARTMENT STORE BUYER IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	90.00
FASHION COORDINATOR	90.00
FASHION EDITOR	90.00
RESEARCH SPECIALIST IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	90.00
RESEARCH SPECIALIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	88.00
COSTUME DESIGNER	86.00
RESEARCH SPECIALIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	86.00
RESEARCH SPECIALIST IN AREA OF INSTITUTION ADMINISTRATION	86.00
*SOCIAL WORKER	86.00
TEST KITCHEN DIRECTOR	86.00
FURNITURE DESIGNER	84.00
MARKETING SPECIALIST IN AREA OF FOOD & NUTRITION	84.00
*REHABILITATION SPECIALIST	84.00
TEST KITCHEN HOME ECONOMIST	84.00
URBAN FURNISHING CONSULTANT	84.00
CHILD GUIDANCE COUNSELOR	82.00
CLOTHING CONSULTANT	82.00
FABRICS COORDINATOR	82.00
FASHION ILLUSTRATOR	82.00
*GUIDANCE COUNSELOR	82.00
MOBILE HOMES DESIGNER	82.00
PRODUCT DEVELOPER IN AREA OF TEXTILES & CLOTHING	82.00
PUBLIC RELATIONS EXECUTIVE IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	82.00
HOTEL MANAGER	80.00
MAGAZINE EDITOR IN AREA OF ART	80.00
MAGAZINE EDITOR IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	80.00
NUTRITION CONSULTANT	80.00
PRODUCT DEVELOPMENT SPECIALIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.00
PUBLIC HEALTH NUTRITIONIST	80.00

\* OCCUPATIONAL TITLES RELATED TO THIS AREA OF STUDY.

TABLE XIII  
 HIGHER RATED OCCUPATIONAL TITLES - HMEFE DEPARTMENT -  
 FRESHMEN, FIRST CHOICE

OCCUPATION TITLE	RATE
ADVERTISING ACCOUNT EXECUTIVE IN AREA OF TEXTILES & CLOTHING	100.00
*ADVERTISING COPYWRITER IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	100.00
AIRLINE FOOD SERVICE SUPERVISOR	100.00
*APPLIANCE SPECIALIST	100.00
CLOTHING CONSULTANT	100.00
CLOTHING DESIGNER	100.00
COLLEGE FOOD SERVICE DIRECTOR	100.00
COMMUNITY AID HOME ECONOMIST IN AREA OF FAMILY RELATION & CHILD DEVELOPMENT	100.00
*CONSUMER CONSULTANT IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	100.00
CONSUMER EDUCATION SPECIALIST IN AREA OF TEXTILES & CLOTHING	100.00
DIETITIAN	100.00
FOOD CHEMIST	100.00
HOSPITAL DIETITIAN	100.00
*MONEY MANAGEMENT SPECIALIST	100.00
SPACE FOOD TECHNOLOGIST	100.00
ADVERTISING ARTIST	80.00
ADVERTISING COPYWRITER IN AREA OF FOOD & NUTRITION	80.00
ARMED SERVICES DIETITIAN	80.00
CAFETERIA SUPERVISOR	80.00
CHILD CARE SPECIALIST	80.00
CHILD GUIDANCE COUNSELOR	80.00
*CITY PLANNING CONSULTANT	80.00
COLOR COORDINATOR	80.00
COMMUNITY AID HOME ECONOMIST IN AREA OF FOOD & NUTRITION	80.00
CONSUMER CONSULTANT IN AREA OF FOOD & NUTRITION	80.00
*CONSUMER CONSULTANT IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.00
CONSUMER INFORMATION SPECIALIST IN AREA OF ART	80.00
*CONSUMER INFORMATION SPECIALIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	80.00
DEPARTMENT STORE BUYER IN AREA OF TEXTILES & CLOTHING	80.00
*DEPARTMENT STORE BUYER IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.00
DISPLAY DESIGNER	80.00
FASHION COORDINATOR	80.00
FASHION DESIGNER	80.00
FASHION EDITOR	80.00
FASHION ILLUSTRATOR	80.00
FOOD COLUMNIST	80.00
FOOD PHOTOGRAPHER	80.00
FOOD RESEARCH SPECIALIST	80.00
FOOD SERVICE SPECIALIST	80.00
GUIDANCE COUNSELOR	80.00
HOTEL EXECUTIVE HOUSEKEEPER	80.00
HOTEL MANAGER	80.00
INTERIOR DECORATOR	80.00
INTERIOR DESIGNER	80.00
*MAGAZINE EDITOR IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	80.00
MAGAZINE EDITOR IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	80.00
*MAGAZINE EDITOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.00
MOBILE HOMES DESIGNER	80.00
NUTRITION CONSULTANT	80.00
NUTRITION RESEARCH SPECIALIST	80.00
OFFICE DESIGNER	80.00
PRODUCT DEVELOPER IN AREA OF TEXTILES & CLOTHING	80.00
*PRODUCT DEVELOPMENT SPECIALIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.00
*REHABILITATION SPECIALIST	80.00
RESEARCH SPECIALIST IN AREA OF TEXTILES & CLOTHING	80.00
*RESEARCH SPECIALIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	80.00
RESEARCH SPECIALIST IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	80.00
*RESEARCH SPECIALIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.00

TABLE XIII (Continued)

RESEARCH SPECIALIST IN AREA OF INSTITUTION ADMINISTRATION	80.00
*SAVINGS BANK HOME ECONOMIST	80.00
SOCIAL WORKER	80.00
*TEST KITCHEN DIRECTOR	80.00
*TEST KITCHEN HOME ECONOMIST	80.00
TEXTILE DESIGNER	80.00
TEXTILE LAB TECHNICIAN	80.00
*UTILITY HOME ECONOMIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	80.00
*UTILITY HOME ECONOMIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.00
UTILITY HOME ECONOMIST IN AREA OF FOOD & NUTRITION	80.00
UTILITY HOME ECONOMIST IN AREA OF INSTITUTION ADMINISTRATION	80.00

\* OCCUPATIONAL TITLES RELATED TO THIS AREA OF STUDY.

TABLE XIV

HIGHER RATED OCCUPATIONAL TITLES - HMEFE DEPARTMENT -  
FRESHMEN, SECOND CHOICE

OCCUPATION TITLE	RATE
FASHION DESIGNER	95.00
INTERIOR DECORATOR	95.00
INTERIOR DESIGNER	95.00
AIRLINE FOOD SERVICE SUPERVISOR	90.00
COMMUNITY AID HOME ECONOMIST IN AREA OF FAMILY RELATION & CHILD DEVELOPMENT	90.00
CONSUMER CONSULTANT IN AREA OF FOOD & NUTRITION	90.00
CONSUMER EDUCATION SPECIALIST IN AREA OF TEXTILES & CLOTHING	90.00
DIETITIAN	90.00
FASHION EDITOR	90.00
FASHION ILLUSTRATOR	90.00
GUIDANCE COUNSELOR	90.00
*PUBLIC RELATIONS EXECUTIVE IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	90.00
*RESEARCH SPECIALIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	90.00
RESEARCH SPECIALIST IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	90.00
*RESEARCH SPECIALIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	90.00
CHILD CARE SPECIALIST	85.00
CHILD GUIDANCE COUNSELOR	85.00
CLOTHING DESIGNER	85.00
COLLEGE FOOD SERVICE DIRECTOR	85.00
*CONSUMER CONSULTANT IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	85.00
*CONSUMER CONSULTANT IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	85.00
*CONSUMER INFORMATION SPECIALIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	85.00
CONSUMER MARKETING SPECIALIST IN AREA OF INSTITUTIONAL ADMINISTRATION	85.00
COSTUME DESIGNER	85.00
DEPARTMENT STORE BUYER IN AREA OF TEXTILES & CLOTHING	85.00
*DEPARTMENT STORE BUYER IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	85.00
*EDUCATIONAL MATERIALS WRITER IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	85.00
EDUCATIONAL MATERIALS WRITER IN AREA OF FOOD & NUTRITION	85.00
EDUCATIONAL MATERIALS WRITER IN AREA OF INSTITUTION ADMINISTRATION	85.00
FASHION COORDINATOR	85.00
FOOD CHEMIST	85.00
FURNITURE DESIGNER	85.00
HOSPITAL DIETITIAN	85.00
HOTEL MANAGER	85.00
INDUSTRIAL FOOD SERVICE MANAGER	85.00
MARKETING SPECIALIST IN AREA OF FOOD & NUTRITION	85.00
NUTRITION CONSULTANT	85.00
NUTRITION RESEARCH SPECIALIST	85.00
*PRODUCT DEVELOPMENT SPECIALIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	85.00
PUBLIC HEALTH NUTRITIONIST	85.00
PUBLICITY DIRECTOR IN AREA OF FOOD & NUTRITION	85.00
*REHABILITATION SPECIALIST	85.00
RESEARCH SPECIALIST IN AREA OF TEXTILES & CLOTHING	85.00
RESEARCH SPECIALIST IN AREA OF INSTITUTION ADMINISTRATION	85.00
ADVERTISING ARTIST	80.00
ARMED SERVICES DIETITIAN	80.00
*CITY PLANNING CONSULTANT	80.00
CLOTHING CONSULTANT	80.00
COMMUNITY AID HOME ECONOMIST IN AREA OF FOOD & NUTRITION	80.00
EXHIBIT DESIGNER	80.00
*FAMILY FINANCIAL COUNSELOR	80.00
FAMILY LIFE CONSULTANT	80.00
FOOD RESEARCH SPECIALIST	80.00
FOOD SERVICE SPECIALIST	80.00
INSTITUTIONAL FEEDING SPECIALIST	80.00
*MAGAZINE EDITOR IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	80.00
*MAGAZINE EDITOR IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	80.00
*MAGAZINE EDITOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.00

TABLE XIV (Continued)

MOBILE HOMES DESIGNER	80.00
*MONEY MANAGEMENT SPECIALIST	80.00
MUSEUM CURATOR	80.00
NEWSPAPER FOOD EDITOR	80.00
OFFICE DESIGNER	80.00
PRODUCT PUBLICITY DIRECTOR IN AREA OF TEXTILES & CLOTHING	80.00
SOCIAL WORKER	80.00
SPACE FOOD TECHNOLOGIST	80.00
TEXTILE DESIGNER	80.00
UTILITY HOME ECONOMIST IN AREA OF FOOD & NUTRITION	80.00
WELFARE HOME ECONOMIST IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	80.00

\* OCCUPATIONAL TITLES RELATED TO THIS AREA OF STUDY.

There were 34 occupations, of the 118 occupation titles in the questionnaire, related to this department. See Appendix H. There were 44.1 percent of these 34 related occupational titles rated 80.00 and above. The mean score for all the occupational titles rated by this subgroup of freshmen was 79.32, and the mean score for the freshmen as a group was 72.92.

6. The Housing and Interior Design Department was designated as a first choice of major area of study by 13.5 percent of the freshmen. There were 29 occupational titles rated 80.00 or above, as seen in Table XV. There were 37.9 percent of these occupational titles related to this department. There were 22 occupations, of the 118 occupational titles, which had a relationship with the Housing and Interior Design Department. See Appendix H. There were 50.0 percent of these 22 occupational titles rated 80.00 or above. The mean score for this subgroup was 72.69 and the mean score for all freshmen was 72.92.

The Housing and Interior Design Department was designated as a second choice of major area of study by 13.5 percent of the freshmen. Forty-three occupational titles were rated 80.00 or above. There were 27.9 percent of these 43 occupational titles related to the Housing and Interior Design Department, as shown in Table XVI.

There were 22 occupations, of the 118 titles listed on the questionnaire, related to this department, as shown in Appendix H. There were 54.5 percent of these 22 occupational

TABLE XV

HIGHER RATED OCCUPATIONAL TITLES - HID DEPARTMENT -  
FRESHMEN, FIRST CHOICE

OCCUPATION TITLE	RATE
*INTERIOR DESIGNER	100.00
*INTERIOR DECORATOR	96.00
CLOTHING DESIGNER	94.00
FASHION DESIGNER	94.00
DEPARTMENT STORE BUYER IN AREA OF TEXTILES & CLOTHING	92.00
*DEPARTMENT STORE BUYER IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	92.00
ADVERTISING ARTIST	90.00
*FURNITURE DESIGNER	90.00
FASHION ILLUSTRATOR	88.00
ADVERTISING ACCOUNT EXECUTIVE IN AREA OF TEXTILES & CLOTHING	86.00
CHILD GUIDANCE COUNSELOR	86.00
DISPLAY DESIGNER	86.00
FASHION COORDINATOR	86.00
FASHION EDITOR	86.00
MAGAZINE EDITOR IN AREA OF ART	86.00
TEXTILE DESIGNER	86.00
COSTUME DESIGNER	84.00
*DEPARTMENT STORE BUYER IN AREA OF ART	84.00
FABRICS COORDINATOR	84.00
YOUTH COUNSELOR	84.00
*MAGAZINE EDITOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	82.00
*MOBILE HOMES DESIGNER	82.00
*OFFICE DESIGNER	82.00
*RESEARCH SPECIALIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	82.00
DIETITIAN	80.00
FOOD CHEMIST	80.00
MAGAZINE EDITOR IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	80.00
*PRODUCT DEVELOPMENT SPECIALIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.00
*PRODUCT PUBLICITY DIRECTOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.00

\* OCCUPATIONAL TITLES RELATED TO THIS AREA OF STUDY.

TABLE XVI

HIGHER RATED OCCUPATIONAL TITLES - HID DEPARTMENT -  
FRESHMEN, SECOND CHOICE

OCCUPATION TITLE	RATE
CLOTHING DESIGNER	96.00
FASHION DESIGNER	96.00
FASHION EDITOR	96.00
*INTERIOR DESIGNER	96.00
COSTUME DESIGNER	94.00
FASHION ILLUSTRATOR	92.00
*FURNITURE DESIGNER	92.00
*INTERIOR DECORATOR	92.00
SPACE FOOD TECHNOLOGIST	92.00
TEXTILE DESIGNER	92.00
DEPARTMENT STORE BUYER IN AREA OF TEXTILES & CLOTHING	90.00
*DEPARTMENT STORE BUYER IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	90.00
DRESS PATTERN DESIGNER	90.00
ADVERTISING ACCOUNT EXECUTIVE IN AREA OF TEXTILES & CLOTHING	88.00
FASHION COORDINATOR	88.00
MAGAZINE EDITOR IN AREA OF ART	88.00
CLOTHING CONSULTANT	86.00
FOOD CHEMIST	86.00
*MOBILE HOMES DESIGNER	86.00
*DEPARTMENT STORE BUYER IN AREA OF ART	84.00
DISPLAY DESIGNER	84.00
HOTEL MANAGER	84.00
TEXTILE LAB TECHNICIAN	84.00
ADVERTISING ARTIST	82.00
*CITY PLANNING CONSULTANT	82.00
CONSUMER EDUCATION SPECIALIST IN AREA OF TEXTILES & CLOTHING	82.00
EXHIBIT DESIGNER	82.00
FABRICS COORDINATOR	82.00
MAGAZINE EDITOR IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	82.00
*MAGAZINE EDITOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	82.00
*OFFICE DESIGNER	82.00
RESEARCH SPECIALIST IN AREA OF TEXTILES & CLOTHING	82.00
*ADVERTISING COPYWRITER IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.00
*CONSUMER CONSULTANT IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.00
CONSUMER INFORMATION SPECIALIST IN AREA OF ART	80.00
MAGAZINE EDITOR IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	80.00
NUTRITION RESEARCH SPECIALIST	80.00
PRODUCT PUBLICITY DIRECTOR IN AREA OF ART	80.00
PRODUCT PUBLICITY DIRECTOR IN AREA OF TEXTILES & CLOTHING	80.00
REHABILITATION SPECIALIST	80.00
RESEARCH SPECIALIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	80.00
RESEARCH SPECIALIST IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	80.00
*RESEARCH SPECIALIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.00

\* OCCUPATIONAL TITLES RELATED TO THIS AREA OF STUDY.



titles rated 80.00 or above. The mean score of the 118 occupational titles rated by this subgroup of freshmen was 75.71. The mean score for the freshmen group as a whole was 72.92.

### Hypothesis III

The third hypothesis stated there would be no relationship between the higher prestige ratings of business occupational titles and the senior's declared major areas of study. A relationship between the senior's higher prestige rating scores and the declared area of study was indicated in five of the six department areas.

The following discussion of the senior group is divided into the six areas of study, or departments, as established at Oklahoma State University.

1. The Clothing, Textiles and Merchandising Department was designated as a major area of study by 12.3 percent of the seniors. Twenty-two occupational titles were rated 80.00 or above by these seniors. There were 50.0 percent of these occupational titles related to this department, as shown in Table XVII.

There were 34 occupations, of the 118 titles on the questionnaire, related to the Clothing, Textiles and Merchandising Department, as seen in Appendix H. There were 32.4 percent of these 34 occupational titles rated 80.00 or above. The mean score of all the occupations rated by this subgroup was 70.41, and the mean score of all the occupational titles by the senior group was 72.11.

TABLE XVII

HIGHER RATED OCCUPATIONAL TITLES - CTM DEPARTMENT -  
SENIORS

OCCUPATION TITLE	RATE
*CLOTHING DESIGNER	97.14
*FASHION DESIGNER	94.29
*COSTUME DESIGNER	91.43
*FASHION COORDINATOR	85.71
*FASHION EDITOR	85.71
FURNITURE DESIGNER	85.71
CHILD GUIDANCE COUNSELOR	82.86
CITY PLANNING CONSULTANT	82.86
DEPARTMENT STORE BUYER IN AREA OF ART	82.86
FOOD CHEMIST	82.86
FOOD RESEARCH SPECIALIST	82.86
INTERIOR DECORATOR	82.86
INTERIOR DESIGNER	82.86
*TEXTILE DESIGNER	82.86
*ADVERTISING ARTIST	80.00
*ADVERTISING ACCOUNT EXECUTIVE IN AREA OF TEXTILES & CLOTHING	80.00
*CLOTHING CONSULTANT	80.00
*DISPLAY DESIGNER	80.00
*DRESS PATTERN DESIGNER	80.00
NUTRITION RESEARCH SPECIALIST	80.00
SPACE FOOD TECHNOLOGIST	80.00
YOUTH COUNSELOR	80.00

\* OCCUPATIONAL TITLES RELATED TO THIS AREA OF STUDY.

2. The Family Relations and Child Development Department was designated by 29.8 percent of the seniors as a major area of study. Nineteen occupational titles were rated as 80.00 or above, and 31.6 percent of these were related to this department area, as shown in Table XVIII.

There were 15 occupational titles which were related to this department out of the 118 occupational titles listed in the questionnaire, as seen in Appendix H. Forty percent of these occupational titles were rated 80.00 or above.

The mean score of all 118 occupational titles as determined by the seniors in this subgroup was 70.63. The mean score of the seniors totally was 72.11.

3. The Food, Nutrition and Institution Administration Department was designated by 7.0 percent of the seniors as a major area of study. There were 92 occupational titles with a rating of 80.00 or above. There were 37.0 percent of these 92 occupational titles related to this department area, as seen in Table XIX.

There were 38 occupations related to this department area, as seen in Appendix H. There were 89.5 percent of these occupational titles rated 80.00 or above. The mean score for this subgroup of seniors for all 118 occupations was 82.46. The average for all seniors for all occupational titles was 72.11.

4. The Home Economics Education Department was designated as the major area of study by 38.6 percent of the seniors. Ten occupational titles were rated as 80.00 or above, and are

TABLE XVIII

HIGHER RATED OCCUPATIONAL TITLES - FRCD DEPARTMENT -  
SENIORS

OCCUPATION TITLE	RATE
FASHION DESIGNER	92.94
FASHION EDITOR	88.24
CLOTHING DESIGNER	87.06
INTERIOR DESIGNER	87.06
*CHILD CARE SPECIALIST	85.88
SPACE FOOD TECHNOLOGIST	85.88
*CHILD GUIDANCE COUNSELOR	84.71
INTERIOR DECORATOR	84.71
COSTUME DESIGNER	83.53
FOOD RESEARCH SPECIALIST	83.53
RESEARCH SPECIALIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	83.53
FASHION ILLUSTRATOR	82.35
MAGAZINE EDITOR IN AREA OF ART	82.35
*RESEARCH SPECIALIST IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	82.35
CITY PLANNING CONSULTANT	81.18
FURNITURE DESIGNER	81.18
*REHABILITATION SPECIALIST	81.18
*RESEARCH SPECIALIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	81.18
*MAGAZINE EDITOR IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	80.00

\* OCCUPATIONAL TITLES RELATED TO THIS AREA OF STUDY.

TABLE XIX

HIGHER RATED OCCUPATIONAL TITLES - FNIA DEPARTMENT -  
SENIORS

OCCUPATION TITLE	RATE
*NUTRITION RESEARCH SPECIALIST	100.00
CHILD GUIDANCE COUNSELOR	95.00
*COMMUNITY AID HOME ECONOMIST IN AREA OF FOOD & NUTRITION	95.00
COMMUNITY AID HOME ECONOMIST IN AREA OF FAMILY RELATION & CHILD DEVELOPMENT	95.00
*DIETITIAN	95.00
*FOOD CHEMIST	95.00
*FOOD RESEARCH SPECIALIST	95.00
*FOOD SERVICE SPECIALIST	95.00
GUIDANCE COUNSELOR	95.00
*NUTRITION CONSULTANT	95.00
*PUBLIC HEALTH NUTRITIONIST	95.00
*SPACE FOOD TECHNOLOGIST	95.00
WELFARE HOME ECONOMIST IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	95.00
ADVERTISING ARTIST	90.00
*AIRLINE FOOD SERVICE SUPERVISOR	90.00
*ARMED SERVICES DIETITIAN	90.00
CLOTHING DESIGNER	90.00
CONSUMER CONSULTANT IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	90.00
*CONSUMER CONSULTANT IN AREA OF FOOD & NUTRITION	90.00
*CONSUMER MARKETING SPECIALIST IN AREA OF INSTITUTIONAL ADMINISTRATION	90.00
*EDUCATIONAL MATERIALS WRITER IN AREA OF FOOD & NUTRITION	90.00
*INSTITUTIONAL FEEDING SPECIALIST	90.00
INTERIOR DECORATOR	90.00
KITCHEN PLANNER	90.00
REHABILITATION SPECIALIST	90.00
RESEARCH SPECIALIST IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	90.00
SOCIAL WORKER	90.00
*TEST KITCHEN DIRECTOR	90.00
*UTILITY HOME ECONOMIST IN AREA OF FOOD & NUTRITION	90.00
YOUTH COUNSELOR	90.00
CHILD CARE SPECIALIST	85.00
*COLLEGE FOOD SERVICE DIRECTOR	85.00
CONSUMER INFORMATION SPECIALIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	85.00
COSTUME DESIGNER	85.00
EDUCATIONAL MATERIALS WRITER IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	85.00
*EDUCATIONAL MATERIALS WRITER IN AREA OF INSTITUTION ADMINISTRATION	85.00
FASHION DESIGNER	85.00
FASHION EDITOR	85.00
FURNITURE DESIGNER	85.00
HOME PLANNING SPECIALIST	85.00
INTERIOR DESIGNER	85.00
MAGAZINE EDITOR IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	85.00
MAGAZINE EDITOR IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	85.00
*MARKETING SPECIALIST IN AREA OF FOOD & NUTRITION	85.00
PACKAGE DESIGNER IN AREA OF ART	85.00
PRODUCT DEVELOPER IN AREA OF ART	85.00
PRODUCT DEVELOPMENT SPECIALIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	85.00
PRODUCT PUBLICITY DIRECTOR IN AREA OF ART	85.00
PUBLIC HOUSING CONSULTANT	85.00
PUBLIC RELATIONS EXECUTIVE IN AREA OF ART	85.00
*PUBLICITY DIRECTOR IN AREA OF FOOD & NUTRITION	85.00
*RESEARCH SPECIALIST IN AREA OF INSTITUTION ADMINISTRATION	85.00
SAVINGS BANK HOME ECONOMIST	85.00
*SCHOOL LUNCH DIRECTOR	85.00
*TEST KITCHEN HOME ECONOMIST	85.00
URBAN RENEWAL CONSULTANT	85.00
UTILITY HOME ECONOMIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	85.00
*UTILITY HOME ECONOMIST IN AREA OF INSTITUTION ADMINISTRATION	85.00

TABLE XIX (Continued)

WELFARE HOME ECONOMIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	85.00
*ADVERTISING COPYWRITER IN AREA OF FOOD & NUTRITION	80.00
CITY PLANNING CONSULTANT	80.00
CONSUMER CONSULTANT IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.00
CONSUMER INFORMATION SPECIALIST IN AREA OF ART	80.00
EQUIPMENT DESIGNER	80.00
FAMILY FINANCIAL COUNSELOR	80.00
FAMILY LIFE CONSULTANT	80.00
FASHION ILLUSTRATOR	80.00
*FOOD COLUMNIST	80.00
HOME LIGHTING CONSULTANT	80.00
*HOME SERVICE DIRECTOR	80.00
*HOSPITAL DIETITIAN	80.00
*HOTEL MANAGER	80.00
*INDUSTRIAL FOOD SERVICE MANAGER	80.00
MAGAZINE EDITOR IN AREA OF ART	80.00
MAGAZINE EDITOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.00
MOBILE HOMES DESIGNER	80.00
MONEY MANAGEMENT SPECIALIST	80.00
*NEWSPAPER FOOD EDITOR	80.00
OFFICE DESIGNER	80.00
PRODUCT DEVELOPER IN AREA OF TEXTILES & CLOTHING	80.00
PRODUCT PUBLICITY DIRECTOR IN AREA OF TEXTILES & CLOTHING	80.00
PRODUCT PUBLICITY DIRECTOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.00
PUBLIC RELATIONS EXECUTIVE IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	80.00
RESEARCH SPECIALIST IN AREA OF TEXTILES & CLOTHING	80.00
RESEARCH SPECIALIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	80.00
RESEARCH SPECIALIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.00
*RESTAURANT OWNER	80.00
*SCHOOL LUNCH CONSULTANT	80.00
TEXTILE DESIGNER	80.00
TEXTILE LAB TECHNICIAN	80.00
UTILITY HOME ECONOMIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.00
VISUAL AIDS SPECIALIST IN AREA OF ART	80.00

\* OCCUPATIONAL TITLES RELATED TO THIS AREA OF STUDY.

presented in Table XX. None of these occupational titles were related to this area of study. This department had a smaller number of related occupational titles on the questionnaire since the occupational area of teaching was excluded for the purpose of this study. The mean score for this subgroup was 71.48, and the mean score for all seniors for all 118 occupational titles was 72.11.

5. The Home Management, Equipment and Family Economics Department was designated as a major area of study by 1.8 percent of the seniors. Ninety-four occupational titles were rated as 80.00 or above and 34.0 percent were related to this department, as shown in Table XXI. Thirty-four occupational titles were related to this area of study, as shown in Appendix H. There were 94.2 percent of these 34 occupational titles rated 80.00 or above. The mean score was 82.80, compared to 72.11 for all seniors.
6. The Housing and Interior Design Department was designated as a major area of study by 10.5 percent of the seniors. Twenty-seven occupational titles were rated 80.00 or above, and 37.0 percent of these occupational titles were related to this department area. Table XXII presents these higher rated occupational titles. Twenty-two occupations, of the 118 titles on the questionnaire, related to this department area. There were 45.5 percent of these 22 occupational titles rated 80.00 or above. The mean score for all 118 occupational titles by this subgroup was 72.06, and the mean score for all 118 occupational titles for all the seniors was 72.11.

TABLE XX

HIGHER RATED OCCUPATIONAL TITLES - HEED DEPARTMENT -  
SENIORS

OCCUPATION TITLE	RATE
INTERIOR DESIGNER	88.18
FASHION DESIGNER	87.27
CLOTHING DESIGNER	84.55
INTERIOR DECORATOR	84.55
SPACE FOOD TECHNOLOGIST	83.64
COSTUME DESIGNER	82.73
FOOD CHEMIST	82.73
FOOD SERVICE SPECIALIST	80.91
CHILD GUIDANCE COUNSELOR	80.00
FOOD RESEARCH SPECIALIST	80.00

\* OCCUPATIONAL TITLES RELATED TO THIS AREA OF STUDY.



TABLE XXI

HIGHER RATED OCCUPATIONAL TITLES - HMEFE DEPARTMENT -  
SENIORS

OCCUPATION TITLE	RATE
ADVERTISING ACCOUNT EXECUTIVE IN AREA OF TEXTILES & CLOTHING	100.00
*APPLIANCE SPECIALIST	100.00
*CONSUMER CONSULTANT IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	100.00
*CONSUMER CONSULTANT IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	100.00
*CONSUMER INFORMATION SPECIALIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	100.00
*EQUIPMENT DESIGNER	100.00
FOOD CHEMIST	100.00
FOOD RESEARCH SPECIALIST	100.00
FURNITURE DESIGNER	100.00
GUIDANCE COUNSELOR	100.00
*KITCHEN & EQUIPMENT EDITOR	100.00
*MAGAZINE EDITOR IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	100.00
*MAGAZINE EDITOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	100.00
*MONEY MANAGEMENT SPECIALIST	100.00
*NEWSPAPER EDITOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	100.00
NUTRITION RESEARCH SPECIALIST	100.00
*PRODUCT DEVELOPMENT SPECIALIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	100.00
PRODUCT PUBLICITY DIRECTOR IN AREA OF TEXTILES & CLOTHING	100.00
*PRODUCT PUBLICITY DIRECTOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	100.00
*PUBLIC RELATIONS EXECUTIVE IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	100.00
RESEARCH SPECIALIST IN AREA OF TEXTILES & CLOTHING	100.00
*RESEARCH SPECIALIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	100.00
RESEARCH SPECIALIST IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	100.00
*RESEARCH SPECIALIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	100.00
RESEARCH SPECIALIST IN AREA OF INSTITUTION ADMINISTRATION	100.00
*SAVINGS BANK HOME ECONOMIST	100.00
SOCIAL WORKER	100.00
SPACE FOOD TECHNOLOGIST	100.00
*TEST KITCHEN DIRECTOR	100.00
*TEST KITCHEN HOME ECONOMIST	100.00
TEXTILE LAB TECHNICIAN	100.00
*UTILITY HOME ECONOMIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	100.00
*UTILITY HOME ECONOMIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	100.00
UTILITY HOME ECONOMIST IN AREA OF FOOD & NUTRITION	100.00
UTILITY HOME ECONOMIST IN AREA OF INSTITUTION ADMINISTRATION	100.00
*WELFARE HOME ECONOMIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	100.00
WELFARE HOME ECONOMIST IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	100.00
ADVERTISING ARTIST	80.00
ADVERTISING COPYWRITER IN AREA OF FOOD & NUTRITION	80.00
*ADVERTISING COPYWRITER IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.00
ATKLINE FOOD SERVICE SUPERVISOR	80.00
ARMED SERVICES DIETITIAN	80.00
CAFETERIA SUPERVISOR	80.00
CHILD CARE SPECIALIST	80.00
CHILD GUIDANCE COUNSELOR	80.00
CLOTHING CONSULTANT	80.00
CLOTHING DESIGNER	80.00
COLLEGE FOOD SERVICE DIRECTOR	80.00
COMMUNITY AID HOME ECONOMIST IN AREA OF FOOD & NUTRITION	80.00
COMMUNITY AID HOME ECONOMIST IN AREA OF FAMILY RELATION & CHILD DEVELOPMENT	80.00
CONSUMER CONSULTANT IN AREA OF FOOD & NUTRITION	80.00
CONSUMER EDUCATION SPECIALIST IN AREA OF TEXTILES & CLOTHING	80.00
CONSUMER INFORMATION SPECIALIST IN AREA OF ART	80.00
CONSUMER MARKETING SPECIALIST IN AREA OF INSTITUTIONAL ADMINISTRATION	80.00
COSTUME DESIGNER	80.00
DIETITIAN	80.00
DRESS PATTERN DESIGNER	80.00
*EDUCATIONAL MATERIALS WRITER IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	80.00

TABLE XXI (Continued)

EDUCATIONAL MATERIALS WRITER IN AREA OF FOOD & NUTRITION	80.00
EDUCATIONAL MATERIALS WRITER IN AREA OF INSTITUTION ADMINISTRATION	80.00
EXHIBIT DESIGNER	80.00
FABRICS COORDINATOR	80.00
*FAMILY FINANCIAL COUNSELOR	80.00
FAMILY LIFE CONSULTANT	80.00
FASHION DESIGNER	80.00
FASHION ILLUSTRATOR	80.00
*HOME LIGHTING CONSULTANT	80.00
*HOME PLANNING SPECIALIST	80.00
HOME SERVICE DIRECTOR	80.00
HOSPITAL DIETITIAN	80.00
INSTITUTIONAL FEEDING SPECIALIST	80.00
INTERIOR DECORATOR	80.00
INTERIOR DESIGNER	80.00
*KITCHEN PLANNER	80.00
*LAUNDRY CONSULTANT	80.00
LAUNDRY PRODUCTS SPECIALIST	80.00
MAGAZINE EDITOR IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	80.00
MARKETING SPECIALIST IN AREA OF FOOD & NUTRITION	80.00
MOBILE HOMES DESIGNER	80.00
*MOVING & STORAGE CONSULTANT	80.00
NUTRITION CONSULTANT	80.00
PACKAGE DESIGNER IN AREA OF ART	80.00
PRODUCT DEVELOPER IN AREA OF ART	80.00
PRODUCT DEVELOPER IN AREA OF TEXTILES & CLOTHING	80.00
PRODUCT PUBLICITY DIRECTOR IN AREA OF ART	80.00
*PUBLIC HOUSING CONSULTANT	80.00
PUBLICITY DIRECTOR IN AREA OF FOOD & NUTRITION	80.00
*REHABILITATION SPECIALIST	80.00
RESTAURANT CHAIN MENU PLANNER	80.00
SCHOOL LUNCH CONSULTANT	80.00
TEXTILE DESIGNER	80.00
*URBAN RENEWAL CONSULTANT	80.00
VISUAL AIDS SPECIALIST IN AREA OF ART	80.00
YOUTH COUNSELOR	80.00

\* OCCUPATIONAL TITLES RELATED TO THIS AREA OF STUDY.

TABLE XXII

HIGHER RATED OCCUPATIONAL TITLES - HID DEPARTMENT -  
SENIORS

OCCUPATION TITLE	RATE
*FURNITURE DESIGNER	96.67
CHILD GUIDANCE COUNSELOR	90.00
*CITY PLANNING CONSULTANT	90.00
FASHION DESIGNER	90.00
*INTERIOR DESIGNER	90.00
SPACE FOOD TECHNOLOGIST	90.00
CLOTHING DESIGNER	86.67
FASHION EDITOR	86.67
FOOD CHEMIST	86.67
HOSPITAL DIETITIAN	86.67
DEPARTMENT STORE BUYER IN AREA OF TEXTILES & CLOTHING	83.33
FASHION COORDINATOR	83.33
*NEWSPAPER EDITOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	83.33
RESEARCH SPECIALIST IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	83.33
TEXTILE DESIGNER	83.33
*URBAN RENEWAL CONSULTANT	83.33
ADVERTISING ARTIST	80.00
*ADVERTISING COPYWRITER IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.00
AIRLINE FOOD SERVICE SUPERVISOR	80.00
CONSUMER INFORMATION SPECIALIST IN AREA OF ART	80.00
*DEPARTMENT STORE BUYER IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.00
FASHION ILLUSTRATOR	80.00
FOOD RESEARCH SPECIALIST	80.00
GUIDANCE COUNSELOR	80.00
*HOME PLANNING SPECIALIST	80.00
*MAGAZINE EDITOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.00
*RESEARCH SPECIALIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.00

\* OCCUPATIONAL TITLES RELATED TO THIS AREA OF STUDY.

## CHAPTER V

### SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

The purposes of this exploratory study were to investigate the relative prestige of professional occupational titles of female home economists in business; and to study the relationship of certain prestige factors related to the major areas of study selected by prospective home economists.

It was hypothesized that:

1. There will be no significant difference between the freshmen and the senior women in the prestige ratings of selected occupational titles.
2. There will be no identifiable relationship between the higher prestige ratings of selected occupational titles of the freshmen and the choices of major area of study.
3. There will be no identifiable relationship between the higher prestige ratings of selected occupational titles of the seniors and the declared major areas of study.

The data was obtained by means of a questionnaire administered to a selected group of freshmen and senior students enrolled in Home Economics at Oklahoma State University during the fall of 1969 and the spring of 1970.

The questionnaire listed 118 occupational titles which the respondents were asked to rate according to the prestige value as represented

by one of six adjectives. These adjectives were weighted and the mathematical calculations resulted in a prestige rated score for each occupational title. The average score for each occupational title was obtained by calculating all the respondents ratings.

Statistical and qualitative analyses were based on a random sample of 74 freshmen and 57 seniors. The Spearman rank correlation, the t test of significance, means, and percentages were used to analyze the data. The .05 level was established as the level of significance.

The prospective home economists in this study tended to perceive the prestige of occupational titles of home economists in business in a similar manner. The correlation between the freshmen and senior prestige ratings scores was significant beyond the .01 level. This was based on a t value of 22.80 for a correlation coefficient of .90 and 116 degrees of freedom.

The freshmen group tended to rate the occupational titles higher than the senior group. The mean score of the 118 occupational titles for the freshmen group was 72.92, and the mean score of the senior group was 72.11.

A relationship between the higher rated occupational titles and the choice of major area of study existed according to the limits of this study. The following percentages indicate the number of occupational titles rated 80.00 or above which were related to the particular area of study according to the first choice of the freshmen students: Clothing, Textiles and Merchandising Department, 66.7 percent; Family Relations and Child Development Department, 22.2 percent; Food, Nutrition and Institution Administration Department, 100.0 percent; Home Economics Education Department, 10.7 percent;

Home Management, Equipment and Family Economics Department, 27.5 percent; and the Housing and Interior Design Department, 37.9 percent.

The following percentages indicate the number of occupational titles rated 80.00 or above which were related to the particular area of study according to the second choice of the freshmen students:

Clothing, Textiles and Merchandising Department, 51.3 percent; Family Relations and Child Development, 12.5 percent; Food, Nutrition and Institution Administration, 36.6 percent; Home Economics Education Department, 7.3 percent; Home Management, Equipment and Family Economics, 21.7 percent; and Housing and Interior Design Department, 27.9 percent.

The following percentages indicate the number of occupational titles rated 80.00 or above which were related to the particular area of study according to the senior students: Clothing, Textiles and Merchandising, 50.0 percent; Family Relations and Child Development, 31.6 percent; Food, Nutrition and Institution Administration, 37.0 percent; Home Economics Education Department, 0.0 percent; Home Management, Equipment and Family Economics, 34.0 percent; and Housing and Interior Design Department, 37.0 percent.

In both the freshmen and the senior groups a relationship tended to exist between the higher prestige ratings of the business occupational titles and the choice of major areas of study. The strongest relationships were found in those departments which prepare students for careers as home economists in business.

The correlation between the prestige ratings of the freshmen and senior groups tended to support the findings of previous prestige studies--that these ratings do not change significantly over time.

Further studies of a longevity nature using homogeneous samples would be necessary to validate such generalizations in the area of home economists in business.

This study indicated that there was a relationship between the prestige ratings of occupational titles of home economists in business and the choice of major area of study. Further studies of this nature might contribute to the body of information used by home economists in career guidance. Such studies might investigate and identify occupations of home economists not included in this study.

Another type of study might be designed to investigate the influence of certain words used in occupational titles. Words, such as "designer," may have a bearing on the prestige rating regardless of the subject matter represented.

Further prestige studies might compare women's ratings of occupational titles of home economists in business with other occupational titles for women. Such prestige ratings might also be compared to the prestige values assigned to the occupational titles for men.

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APPENDIX

OCCUPATIONAL TITLES LISTED BY  
 AMERICAN HOME ECONOMICS ASSOCIATION  
 IN CAREER LEAFLETS

Art

Advertising Artist  
 Clothing Designer  
 College Teacher  
 Color Coordinator  
 Consumer Information Specialist  
 Costume Designer  
 Crafts Instructor  
 Department Store Buyer  
 Display Designer  
 Dress Pattern Designer  
 Extension Specialist  
 Fabrics Coordinator  
 Fashion Illustrator  
 Furniture Designer  
 Home Lighting Consultant  
 Interior Decorator  
 Magazine Editor  
 Package Designer  
 Product Developer  
 Product Publicity Director  
 Public Relations Executive  
 Textile Designer  
 Therapist  
 Visual Aids Specialist

Family Relations and Child Development

Adult Education Teacher  
 Child Care Specialist  
 Child Guidance Counselor  
 College or High School Teacher  
 Community Aid Home Economist  
 Day School Teacher  
 Elementary School Teacher  
 Extension Specialist in Child  
 Development  
 Extension Specialist in Family Relations  
 Family Life Consultant  
 4-H Leader  
 Guidance Counselor  
 Magazine Editor  
 Nursery School Teacher  
 Parent Education Specialist  
 Peace Corps Volunteer  
 Rehabilitation Specialist  
 Research Specialist  
 Social Worker  
 VISTA Worker  
 Welfare Home Economist  
 Youth Counselor

Family Economics - Home Management

Adult Education Teacher  
 College or High School Teacher  
 Consumer Consultant  
 Consumer Information Specialist  
 Educational Materials Writer  
 Extension Specialist in Family  
 Economics  
 Extension Specialist in Home  
 Management  
 4-H Leader  
 Family Financial Counselor  
 Magazine Editor  
 Money Management Specialist  
 Moving and Storage Consultant  
 Peace Corps Volunteer  
 Public Housing Consultant  
 Public Relations Executive  
 Rehabilitation Specialist  
 Research Specialist  
 Savings Bank Home Economist  
 Utility Home Economist  
 VISTA Worker  
 Welfare Home Economist

Food and Nutrition

Advertising Copywriter  
 College or High School Teacher  
 Consumer Consultant  
 Community Aid Home Economist  
 Dietitian  
 Educational Materials Writer  
 Extension Specialist  
 Food Chemist  
 Food Columnist  
 Food Photographer  
 Food Research Specialist  
 Marketing Specialist  
 Newspaper Food Editor  
 Nutrition Consultant  
 Nutrition Research Specialist  
 Peace Corps Volunteer  
 Public Health Nutritionist  
 Publicity Director  
 School Lunch Consultant  
 Space Food Technologist  
 Test Kitchen Home Economist  
 Utility Home Economist  
 VISTA Worker

Home Economics Education

Adult Education Teacher  
 College Teacher  
 Community Aid Home Economist  
 Consumer Educator  
 Curriculum Specialist  
 Day School Administrator  
 Educational Materials Writer  
 Elementary School Teacher  
 Extension Home Economist  
 4-H Leader  
 Guidance Counselor  
 Head Start Teacher  
 High School Teacher  
 Junior College Teacher  
 Nursery School Teacher  
 Peace Corps Volunteer  
 Recreation Specialist  
 Rehabilitation Specialist  
 Research Specialist  
 School Administrator  
 State or City Supervisor of  
 Home Economics Education  
 VISTA Worker  
 Vocational Home Economics Teacher  
 Youth Counselor

Institution Administration

Airline Food Service Supervisor  
 Armed Services Dietitian  
 Cafeteria Supervisor  
 College Food Service Director  
 College Teacher  
 Consumer Marketing Specialist  
 Educational Materials Writer  
 Food Service Specialist  
 Home Service Director  
 Hospital Dietitian  
 Hotel Executive Housekeeper  
 Hotel Manager  
 Industrial Food Service Manager  
 Institutional Feeding Specialist  
 Kitchens and Equipment Editor  
 Peace Corps Volunteer  
 Restaurant Chain Menu Planner  
 Restaurant Owner  
 Research Specialist  
 School Lunch Director  
 Test Kitchen Director  
 Utility Home Economist

Housing, Furnishings and Equipment

Advertising Copywriter  
 Appliance Specialist  
 City Planning Consultant  
 College or High School Teacher  
 Consumer Consultant  
 Department Store Buyer  
 Equipment Designer  
 Extension Specialist  
 Home Lighting Consultant  
 Home Planning Specialist  
 Interior Designer  
 Kitchen Planner  
 Laundry Consultant  
 Magazine Editor  
 Mobile Homes Designer  
 Newspaper Editor  
 Office Designer  
 Product Development Specialist  
 Product Publicity Director  
 Public Housing Consultant  
 Research Specialist  
 Urban Renewal Consultant  
 Utility Home Economist

Textiles and Clothing

Advertising Account Executive  
 Clothing Consultant  
 College or High School Teacher  
 Consumer Education Specialist  
 Costume Designer  
 Department Store Buyer  
 Dress Pattern Designer  
 Exhibit Designer  
 Extension Clothing Specialist  
 Fashion Coordinator  
 Fashion Designer  
 Fashion Editor  
 Fashion Illustrator  
 Laundry Products Specialist  
 Museum Curator  
 Sewing Center Director  
 Product Developer  
 Product Publicity Director  
 Research Specialist  
 Retail Store Training Specialist  
 Textile Designer  
 Textile Lab Technician

OCCUPATIONAL TITLES RELATED TO  
MAJOR AREAS OF STUDY BY  
OSU DEPARTMENT HEADS

Rating Instructions given Department Heads:

- Yes - listed in the catalog or other official career information  
Somewhat - not officially listed as a career area: however, your department does prepare for this occupation to some extent

<u>Clothing, Textiles and Merchandising</u>	Yes	Somewhat
Advertising Artist		X
Advertising Account Executive in Area of Textiles & Clothing		X
Clothing Consultant	X	
Clothing Designer	X	
Color Coordinator		X
Consumer Consultant in Area of Housing, Furnishings and Equipment		X
Consumer Education Specialist in Area of Textiles & Clothing	X	
Costume Designer	X	
Department Store Buyer in Area of Textiles & Clothing	X	
Department Store Buyer in Area of Housing, Furnishings & Equipment	X	
Dress Pattern Designer	X	
Fabrics Coordinator	X	
Fashion Coordinator	X	
Fashion Designer	X	
Fashion Editor	X	
Fashion Illustrator	X	
Laundry Consultant		X
Laundry Products Specialist		X
Magazine Editor in Area of Housing, Furnish- ings and Equipment		X
Product Developer in Area of Textiles & Clothing	X	
Product Development Specialist in Area of Housing, Furnishings & Equipment		X
Product Publicity Director in Area of Art		X
Product Publicity Director in Area of Textiles and Clothing	X	
Product Publicity Director in Area of Housing, Furnishings & Equipment		X
Research Specialist in Area of Textiles & Clothing	X	
Research Specialist in Area of Housing, Furnishings & Equipment		X

	Yes	Somewhat
<u>Clothing, Textiles and Merchandising (continued)</u>		
Retail Store Training Specialist	X	
Sewing Center Director		X
Textile Designer		X
Textile Lab Technician	X	
Utility Home Economist in Area of Housing, Furnishings & Equipment		X
Visual Aids Specialist in Area of Art		X
 <u>Family Relations and Child Development</u>		
Child Care Specialist	X	
Child Guidance Counselor		X
Community Aid Home Economist in Area of Family Relations & Child Development		X
Educational Materials Writer in Area of Family Economics & Home Management		X
Family Life Consultant	X	
Magazine Editor in Area of Family Economics & Home Management		X
Magazine Editor in Area of Family Relations & Child Development		X
Rehabilitation Specialist		X
Research Specialist in Area of Family Economics & Home Management	X	
Research Specialist in Area of Family Relations & Child Development	X	
Social Worker	X	
Welfare Home Economist in Area of Family Economics & Home Management	X	
Welfare Home Economist in Area of Family Relations & Child Development	X	
 <u>Food, Nutrition and Institution Administration</u>		
Advertising Copywriter in Area of Food & Nutrition		X
Airline Food Service Supervisor	X	
Armed Services Dietitian	X	
Cafeteria Supervisor	X	
College Food Service Director	X	
Community Aid Home Economist in Area of Food & Nutrition		X
Consumer Consultant in Area of Food & Nutrition		X
Dietitian	X	
Educational Materials Writer in Area of Food & Nutrition	X	

	Yes	Somewhat
<u>Food, Nutrition and Institution Administration</u>		
Food Chemist	X	
Food Columnist	X	
Food Photographer		X
Food Research Specialist	X	
Food Service Specialist	X	
Home Service Director		X
Hospital Dietitian	X	
Industrial Food Service Manager	X	
Institutional Feeding Specialist	X	
Marketing Specialist in Area of Food & Nutrition	X	
Newspaper Food Editor	X	
Nutrition Consultant	X	
Nutrition Research Specialist	X	
Public Health Nutritionist	X	
Publicity Director in Area of Food & Nutrition		X
Research Specialist in Area of Institution Administration	X	
Restaurant Chain Menu Planner	X	
Restaurant Owner	X	
School Lunch Consultant	X	
School Lunch Director	X	
Space Food Technologist	X	
Test Kitchen Director	X	
Test Kitchen Home Economist	X	
Utility Home Economist in Area of Food & Nutrition	X	
Utility Home Economist in Area of Institution Administration	X	
<u>Home Economics Education</u>		
Child Care Specialist		X
Cafeteria Supervisor		X
Community Aid Home Economist in Area of Food & Nutrition		X
Community Aid Home Economist in Area of Family Relations & Child Development		X
Consumer Consultant in Area of Food & Nutrition		X
Consumer Consultant in Area of Housing, Furnishings & Equipment		X
Educational Materials Writer in Area of Family Economics & Home Management		X
Educational Materials Writer in Area of Food & Nutrition		X
Home Service Director		X
Moving & Storage Consultant		X
Public Housing Consultant		X

	Yes	Somewhat
<u>Home Economics Education (continued)</u>		
Savings Bank Home Economist		X
School Lunch Consultant		X
Social Worker		X
Utility Home Economist in Area of Family Economics & Home Management		X
Utility Home Economist in Area of Housing, Furnishings & Equipment		X
Utility Home Economist in Area of Food & Nutrition		X
Youth Counselor		X

Home Management, Equipment, and Family Economics

Consumer Consultant in Area of Family Economics & Home Management		X
Consumer Consultant in Area of Housing, Furnishings & Equipment		X
Consumer Information Specialist in Area of Family Economics & Home Management		X
Educational Materials Writer in Area of Family Economics & Home Management		X
Family Financial Counselor		X
Home Lighting Consultant		X
Kitchen & Equipment Editor		X
Kitchen Planner	X	
Magazine Editor in Area of Family Economics & Home Management		X
Research Specialist in Area of Family Economics & Home Management		X
Test Kitchen Director		X
Test Kitchen Home Economist		X
Utility Home Economist in Area of Family Economics & Home Management		X
Utility Home Economist in Area of Housing, Furnishings & Equipment	X	
Welfare Home Economist in Area of Family Economics & Home Management		X

Housing and Interior Design

Advertising Copywriter in Area of Housing, Furnishings & Equipment		X
Color Coordinator		X
Department Store Buyer in Area of Art		X
Department Store Buyer in Area of Housing, Furnishings & Equipment		X
Furniture Designer		X
Home Lighting Consultant		X
Home Planning Specialist		X
Interior Decorator		X
Interior Designer	X	
Magazine Editor in Area of Housing, Furnishings & Equipment		X



OCCUPATIONAL TITLES RELATED TO MAJOR AREAS OF STUDY  
BY CATALOG COURSE TITLE OR DESCRIPTION

<u>Clothing, Textiles and Merchandising</u>	Course Number	Course Title	
Advertising Artist	CTM 2102	Fashion Sketching	
	CTM 4123	Costume Illustration	
	CTM 4363	Fashion Publicity	
	CTM 2213	Clothing Selection	
Clothing Consultant	CTM 2572	Fabrics	
	CTM 3572	Textile Selection	
	CTM 3643	Non-Textiles	
	CTM 4153	Family Clothing	
	CTM 2102	Fashion Sketching	
Clothing Designer	CTM 2572	Fabrics	
	CTM 2323	Intermediate Clothing Construction and Introduction to Flat Pattern Designing	
	CTM 3213	Costume Design	
	CTM 3323	Advanced Costume Design	
	CTM 3533	Decorative Fabrics	
	CTM 4123	Costume Illustration	
	CTM 4052	Elementary Draping	
	CTM 4272	Advanced Textiles	
	CTM 4403	Pattern Design	
	Consumer Education Specialist in Area of Textiles and Clothing	CTM 2213	Clothing Selection
		CTM 2572	Fabrics
		CTM 3572	Textile Selection
		CTM 3643	Non-Textiles
CTM 4153		Family Clothing	
CTM 4272	Advanced Textiles		

Clothing, Textiles and Merchandising (continued)

Costume Designer

CTM 2102  
CTM 2572  
CTM 3213  
CTM 3323  
CTM 2323

Fashion Sketching  
Fabrics  
Costume Design  
Advanced Costume Design  
Intermediate Clothing Construction and Introduction to Flat Pattern Designing  
Pattern Design

Department Store Buyer in Area of  
Textiles & Clothing

CTM 4403  
  
CTM 3432  
CTM 4453  
CTM 4363  
CTM 4303  
CTM 4272  
CTM 4552

Fashion Work Experience  
Fashion Promotion  
Fashion Publicity  
Fashion Merchandising  
Advanced Textiles  
Problems in Fashion Store Management

Department Store Buyer in Area of  
Furnishings & Equipment  
Display Designer  
Dress Pattern Designer

CTM 3572  
CTM 3853  
CTM 3213  
CTM 3323  
CTM 4403  
CTM 2572  
CTM 3533  
CTM 3572  
CTM 4272

Textile Selection  
Merchandise Display Essentials  
Costume Design  
Advanced Costume Design  
Pattern Design  
Fabrics  
Decorative Fabrics  
Textile Selection  
Advanced Textiles

Fabrics Coordinator

Clothing, Textiles and Merchandising (continued)

Fashion Coordinator	CTM 2433	Fashion Innovation and Marketing Processes
	CTM 4303	Fashion Merchandising
	CTM 4363	Fashion Publicity
	CTM 4453	Fashion Promotion
Fashion Designer	CTM 2102	Fashion Sketching
	CTM 3213	Costume Design
	CTM 3323	Advanced Costume Design
	CTM 4123	Costume Illustration
Fashion Editor	CTM 2102	Fashion Sketching
Fashion Illustrator	CTM 2102	Fashion Sketching
	CTM 3213	Costume Design
	CTM 3323	Advanced Costume Design
	CTM 4123	Costume Illustration
	CTM 4363	Fashion Publicity
	CTM 3533	Decorative Fabrics
Museum Curator		
Product Publicity Director in Area of Textiles & Clothing	CTM 2433	Fashion Innovation and Marketing Processes
	CTM 4363	Fashion Publicity
	CTM 4453	Fashion Promotion
Research Specialist in Area of Textiles & Clothing	CTM 4510	Readings in Clothing, Textiles and Merchandising
Retail Store Training Specialist	CTM 3432	Fashion Work Experience
Sewing Center Director	CTM 1103	Basic Clothing Construction
	CTM 2572	Fabrics
	CTM 3572	Textile Selection
	CTM 4243	Custom Dressmaking
	CTM 4403	Pattern Design
	CTM 4552	Problems in Fashion Store Management
Textile Designer	CTM 3533	Decorative Fabrics
	CTM 4272	Advanced Textiles
Textile Lab Technician	CTM 4272	Advanced Textiles

Family Relations and Child Development  
Child Care Specialist

Child Guidance Counselor

Community Aid Home Economist in Area of  
Family Relations & Child Development

Youth Counselor

FRCD 1220	Introduction to Child Development and Early Childhood Education
FRCD 2113	Child and Family Development
FRCD 3213	Child Development and Guidance: Early Childhood
FRCD 3253	Child Development and Guidance
FRCD 3333	Child Development and Guidance: Adolescence
FRCD 4420	Preschool Teaching
FRCD 4463	Child Development and Guidance: Infancy and Toddlerhood
FRCD 3112	Parent-Child Relationships
FRCD 3610	Professional Services for Children and Families
FRCD 1220	Introduction to Child Development and Early Childhood Education
FRCD 2113	Child and Family Development
FRCD 3213	Child Development and Guidance: Early Childhood
FRCD 3253	Child Development and Guidance
FRCD 3333	Child Development and Guidance: Adolescence
FRCD 4420	Preschool Teaching
FRCD 4463	Child Development and Guidance: Infancy and Toddlerhood
FRCD 1113	The Individual and The Family
FRCD 3610	Professional Services for Children and Families
FRCD 3753	Family and Human Development
FRCD 4023	Parent-School Community Relationships
FRCD 4133	Organizing and Administering Educational Programs for Young Children
FRCD 4542	Adulthood: Middle and Later Years
FRCD 3112	Parent-Child Relationships
FRCD 3253	Child Development and Guidance: School Age
FRCD 3333	Child Development and Guidance: Adolescence

Family Relations and Child Development

Family Life Consultant

FRCD 1113 The Individual and The Family  
FRCD 2113 Child and Family Development  
FRCD 3013 Personal and Family Living  
FRCD 3112 Parent-Child Relationships  
FRCD 3142 Marriage  
FRCD 3753 Family and Human Development  
FRCD 4542 Adulthood: Middle and Later  
Years

Guidance Counselor

FRCD 4673 Family Relationships  
FRCD 1113 The Individual and The Family  
FRCD 2113 Child and Family Development  
FRCD 3013 Personal and Family Living  
FRCD 3753 Family and Human Development  
FRCD 4542 Adulthood: Middle and Later  
Years

Rehabilitation Specialist

Research Specialist in Area of Family  
Relations & Child Development

FRCD 4740 Readings in Child Development,  
Early Childhood Education,  
and Family Life

Social Worker

FRCD 1113 The Individual and The Family  
FRCD 2113 Child and Family Development  
FRCD 3013 Personal and Family Living  
FRCD 3753 Family and Human Development  
FRCD 4673 Family Relationships

Welfare Home Economist in Area of Family  
Economics & Home Management

FRCD 1113 The Individual and The Family  
FRCD 2113 Child and Family Development  
FRCD 3013 Personal and Family Living  
FRCD 3753 Family and Human Development  
FRCD 4673 Family Relationships

Welfare Home Economist in Area of Family  
Relations & Child Development

FRCD 1113 The Individual and The Family  
FRCD 3610 Professional Services for  
Children and Families  
FRCD 3753 Family and Human Development  
FRCD 4023 Parent-School Community  
Relationships  
FRCD 4133 Organizing and Administering  
Educational Programs for  
Young Children  
FRCD 4542 Adulthood: Middle and Later  
Years

Food, Nutrition and Institution Administration

Airline Food Service Supervisor  
Armed Services Dietitian

FNIA 4363  
FNIA 1112  
FNIA 2243  
FNIA 3333  
FNIA 3442  
FNIA 4123  
FNIA 3552  
FNIA 4143

College Food Service Director

FNIA 4363  
FNIA 4573

Community Aid Home Economist in Area of  
Food & Nutrition

FNIA 4693  
FNIA 2113  
FNIA 2243  
FNIA 2352  
FNIA 3113  
FNIA 3442  
FNIA 3543

Consumer Consultant in Area of Food &  
Nutrition

FNIA 4371  
FNIA 2113  
FNIA 2243  
FNIA 2352  
FNIA 3113  
FNIA 3442  
FNIA 3543

Dietitian

FNIA 4371  
FNIA 1112  
FNIA 2243  
FNIA 3333  
FNIA 3442  
FNIA 4123

Quantity Cookery  
Introduction To Nutrition  
Science of Food Preparation  
Nutrition and Dietetics  
Community Health and Welfare  
Diet Therapy  
Institutional Purchasing  
School Lunch and Banquet  
Service

Quantity Cookery  
Institution Organization and  
Management  
Institution Administration

Family Food  
Science of Food Preparation  
Elementary Food Preservation  
Meal Management  
Community Health and Welfare  
Social and Cultural Aspects  
of Food  
Instructor's Course in Home  
Care of the Sick

Family Food  
Science of Food Preparation  
Elementary Food Preservation  
Meal Management  
Community Health and Welfare  
Social and Cultural Aspects  
of Food

Instructor's Course in Home  
Care of the Sick  
Introduction to Nutrition  
Science of Food Preparation  
Nutrition and Dietetics  
Community Health and Welfare  
Diet Therapy

Food, Nutrition and Institution Administration

Educational Materials Writer in Area of Food & Nutrition	FNIA 4640	Readings in Food and Nutrition
Educational Materials Writer in Area of Institution Administration	FNIA 4640	Readings in Food and Nutrition Science of Food Preparation
Food Chemist	FNIA 2243	Readings in Food and Nutrition
Food Columnist	FNIA 4640	Readings in Food and Nutrition
Food Research Specialist	FNIA 4640	Field Work in Nutrition
	FNIA 4732	Meal Management
Food Service Specialist	FNIA 3113	Social and Cultural Aspects of Food
	FNIA 3543	School Lunch and Banquet Service
	FNIA 4143	Quantity Cookery
Home Service Director	FNIA 4363	Family Food
	FNIA 2113	Meal Management
	FNIA 3113	Community Health and Welfare
	FNIA 3442	Social and Cultural Aspects of Food
	FNIA 3543	Instructor's Course in Home Care of the Sick
Hospital Dietitian	FNIA 4371	Introduction to Nutrition
	FNIA 1112	Science of Food Preparation
	FNIA 2243	Nutrition and Dietetics
	FNIA 3333	Community Health and Welfare
	FNIA 3442	Diet Therapy
Industrial Food Service Manager	FNIA 4123	Meal Management
	FNIA 3113	Social and Cultural Aspects of Food
	FNIA 3543	School Lunch and Banquet Service
	FNIA 4143	Quantity Cookery
Institutional Feeding Specialist	FNIA 4363	Institutional Purchasing
	FNIA 3552	Quantity Cookery
	FNIA 4363	Institution Organization and Management
	FNIA 4573	Institution Administration
	FNIA 4693	

Food, Nutrition and Institution Administration

Marketing Specialist in Area of Food &  
Nutrition

FNIA 3113  
FNIA 3552  
FNIA 4573

Meal Management  
Institutional Purchasing  
Institution Organization and  
Management

Nutrition Consultant

FNIA 2113  
FNIA 2243  
FNIA 2352  
FNIA 3113  
FNIA 3442  
FNIA 3543

Family Food  
Science of Food Preparation  
Elementary Food Preservation  
Meal Management  
Community Health and Welfare  
Social and Cultural Aspects  
of Food

Nutrition Research Specialist  
Public Health Nutritionist

FNIA 4640  
FNIA 2113  
FNIA 2243  
FNIA 3113  
FNIA 3442  
FNIA 3543

Readings in Food & Nutrition  
Family Food  
Science of Food Preparation  
Meal Management  
Community Health and Welfare  
Social and Cultural Aspects  
of Food

Publicity Director in Area of Food &  
Nutrition

FNIA 4371

Instructor's Course in Home  
Care of the Sick

Research Specialist in Area of  
Institution Administration

FNIA 3543

Social and Cultural Aspects  
of Food

Restaurant Chain Menu Planner

FNIA 3113  
FNIA 3543  
  
FNIA 4143  
  
FNIA 4363  
FNIA 4363  
FNIA 4573

Meal Management  
Social and Cultural Aspects  
of Food  
School Lunch and Banquet  
Service  
Quantity Cookery  
Quantity Cookery  
Institution Organization and  
Management

Restaurant Owner

FNIA 4693  
FNIA 4573  
  
FNIA 4693

Institution Administration  
Institution Organization and  
Management  
Institution Administration

Utility Home Economist in Area of  
Food & Nutrition

FNIA 2113  
FNIA 2243  
FNIA 3113  
FNIA 3442

Family Food  
Science of Food Preparation  
Meal Management  
Community Health & Welfare



Food, Nutrition and Institution Administration  
(continued)

Cafeteria Supervisor

FNIA 3552  
FNIA 4143

Institutional Purchasing  
School Lunch and Banquet  
Service

FNIA 4573

Institution Organization  
and Management

FNIA 4693

Institution Administration

Consumer Marketing Specialist in Area  
of Institutional Administration

FNIA 2113

Family Food

FNIA 3552

Institutional Purchasing

FNIA 3222

Nutrition of Children

FNIA 3442

Community Health and Welfare

FNIA 3543

Social and Cultural Aspects  
of Food

FNIA 3552

Institutional Purchasing

FNIA 4143

School Lunch and Banquet  
Service

FNIA 4363

Quantity Cookery

Utility Home Economist in Area of  
Institution Administration

FNIA 2113

Family Food

FNIA 2243

Science of Food Preparation

FNIA 3113

Meal Management

FNIA 3442

Community Health and Welfare

Home Management, Equipment and  
Family Economics  
Appliance Specialist

Consumer Consultant in Area of Family  
Economics & Home Management

Consumer Consultant in Area of Housing,  
Furnishings & Equipment

Consumer Information Specialist in Area of  
Family Economics & Home Management

Equipment Designer

Family Financial Counselor

Home Lighting Consultant

HMEFE 3223	Selection and Use of Household Equipment
HMEFE 4243	Advanced Home Equipment
HMEFE 2113	Resource Management for Individual and Family
HMEFE 3122	Home Management and Family Finance
HMEFE 4331	Consumer Service in the Home Equipment Field
HMEFE 4333	Family Economics
HMEFE 3223	Selection and Use of Household Equipment
HMEFE 4113	Planning Kitchens and Work Areas
HMEFE 4331	Consumer Service in the Home Equipment Field
HMEFE 4243	Advanced Home Equipment
HMEFE 3223	Selection and Use of Household Equipment
HMEFE 4113	Planning Kitchens and Work Areas
HMEFE 4331	Consumer Service in the Home Equipment Field
HMEFE 4243	Advanced Home Equipment
HMEFE 3223	Selection and Use of Household Equipment
HMEFE 4243	Advanced Home Equipment
HMEFE 2113	Resource Management for Individ- ual and Family
HMEFE 3122	Home Management and Family Finance
HMEFE 4333	Family Economics
HMEFE 3223	Selection and Use of Household Equipment
HMEFE 4243	Advanced Home Equipment

Home Management, Equipment and  
Family Economics

Kitchen & Equipment Editor

Kitchen Planner

Laundry Consultant

Money Management Specialist

Research Specialist in Area of Family  
Economics & Home Management

Research Specialist in Area of Housing,  
Furnishings and Equipment

Savings Bank Home Economist

Utility Home Economist in Area of  
Family Economics and Home Management

Welfare Home Economist in Area of Family  
Economics & Home Management

HMEFE 3223	Selection and Use of Household Equipment
HMEFE 4113	Planning Kitchens and Work Areas
HMEFE 4243	Advanced Home Equipment
HMEFE 3223	Selection and Use of Household Equipment
HMEFE 4113	Planning Kitchens and Work Areas
HMEFE 4243	Advanced Home Equipment
HMEFE 3223	Selection and Use of Household Equipment
HMEFE 4113	Planning Kitchens and Work Areas
HMEFE 4243	Advanced Home Equipment
HMEFE 2113	Resource Management for Individual and Family
HMEFE 3122	Home Management and Family Finance
HMEFE 4333	Family Economics
HMEFE 4430	Readings in Home Management, Equipment and Family Economics
HMEFE 4430	Readings in Home Management, Equipment and Family Economic
HMEFE 3122	Home Management and Family Finance
HMEFE 2113	Resource Management for Individual and Family
HMEFE 4331	Consumer Service in the Home Equipment Field
HMEFE 3223	Selection and Use of Household Equipment
HMEFE 4243	Advanced Home Equipment
HMEFE 2113	Resource Management for Individual and Family
HMEFE 3122	Home Management and Family Finance
HMEFE 4333	Family Economics

Housing and Interior Design  
Interior Decorator

HID 1122  
HID 2113

Design in the Home  
Housing for Contemporary  
Living

HID 3213  
HID 3223  
HID 3443  
HID 4993

Design and Presentation  
Design and Space  
Structure and Design  
Problems in Interior Design

Interior Designer

HID 1122  
HID 2113

Design in the Home  
Housing for Contemporary  
Living

HID 3213  
HID 3223  
HID 3443  
HID 4993  
HID 2113

Design and Presentation  
Design and Space  
Structure and Design  
Problems in Interior Design  
Housing for Contemporary  
Living

Public Housing Consultant

HID 4113  
HID 4343

Housing and Government  
Socio-Economic Aspects of  
Housing

Research Specialist in Area of Housing  
Furnishings & Equipment

HID 4110

Readings in Housing and  
Interior Design

Utility Home Economist in Area of  
Housing, Furnishings & Equipment

HID 1122  
HID 4343

Design in the Home  
Socio-Economic Aspects of  
Housing

Home Planning Specialist

HID 1122  
HID 2113

Design in the Home  
Housing For Contemporary  
Living

HID 4343

Socio-Economic Aspects of  
Housing

APPENDIX A

VERBAL INSTRUCTIONS  
FOR QUESTIONNAIRE

My name is Brenda Woods and I am a graduate student in Home Economics. This questionnaire I am handing you to fill out provides data for the research related to my thesis study.

There are three suggestions to help you complete it:

1. Work as rapidly as possible.
2. Put down your first reactions.
3. Complete the pages in the order in which they are arranged.

The last page is for personal data; however, no name is requested. No effort will be made to identify the answer sheets with individual students.

On this data sheet is space to check your major. The departments are represented by their initials: HM, E, FE is Home Management department. If you are a Home Economics Education major, do not fill in any of the spaces.

Raise your hand if you have any questions and I will come to you.

**THIS IS A PRESTIGE STUDY**

Which factor listed below do you feel has the most influence on the prestige ranking of an occupation? (Check one only)

- Salary Possibilities
- Responsibility Required
- Education Necessary
- Service to Humanity
- Other (Please indicate) \_\_\_\_\_

The following occupations have been selected from those listed in the current career leaflets published by the American Home Economics Association.

For the jobs listed below, please check the column that best gives your own personal opinion of the professional or prestige standing for each occupation.

	Excellent	Good	Average	Somewhat Below Average	Poor	Do Not Know
1. Advertising Artist						
2. Advertising Account Executive in Area of Textiles & Clothing						
3. Advertising Copywriter in Area of Food & Nutrition						
4. Advertising Copywriter in Area of Housing, Furnishings, & Equipment						
5. Airline Food Service Supervisor						
6. Appliance Specialist						
7. Armed Services Dietitian						
8. Cafeteria Supervisor						
9. Child Care Specialist						
10. Child Guidance Counselor						
11. City Planning Consultant						
12. Clothing Consultant						
13. Clothing Designer						
14. College Food Service Director						

	Excellent	Good	Average	Somewhat Below Average	Poor	Do Not Know
15. Color Coordinator						
16. Community Aid Home Economist in Area of Food & Nutrition						
17. Community Aid Home Economist in Area of Family Relations & Child Development						
18. Consumer Consultant in Area of Family Economics & Home Management						
19. Consumer Consultant in Area of Food & Nutrition						
20. Consumer Consultant in Area of Housing, Furnishings, & Equipment						
21. Consumer Education Specialist in Area of Textiles & Clothing						
22. Consumer Information Specialist in Area of Art						
23. Consumer Information Specialist in Area of Family Economics & Home Management						
24. Consumer Marketing Specialist in Area of Institutional Administration						
25. Costume Designer						
26. Department Store Buyer in Area of Art						
27. Department Store Buyer in Area of Textiles & Clothing						
28. Department Store Buyer in Area of Housing, Furnishings, & Equipment						
29. Dietitian						
30. Display Designer						
31. Dress Pattern Designer						
32. Educational Materials Writer in Area of Family Economics & Home Management						
33. Educational Materials Writer in Area of Food & Nutrition						
34. Educational Materials Writer in Area of Institution Administration						
35. Equipment Designer						
36. Exhibit Designer						





	Excellent	Good	Average	Somewhat Below Average	Poor	Do Not Know
59. Interior Decorator						
60. Interior Designer						
61. Kitchen & Equipment Editor						
62. Kitchen Planner						
63. Laundry Consultant						
64. Laundry Products Specialist						
65. Magazine Editor in Area of Art						
66. Magazine Editor in Area of Family Economics & Home Management						
67. Magazine Editor in Area of Family Relations & Child Development						
68. Magazine Editor in Area of Housing, Furnishings & Equipment						
69. Marketing Specialist in Area of Food & Nutrition						
70. Mobile Homes Designer						
71. Money Management Specialist						
72. Moving & Storage Consultant						
73. Museum Curator						
74. Newspaper Editor in Area of Housing, Furnishings & Equipment						
75. Newspaper Food Editor						
76. Nutrition Consultant						
77. Nutrition Research Specialist						
78. Office Designer						
79. Package Designer in Area of Art						
80. Product Developer in Area of Art						

	Excellent	Good	Average	Somewhat Below Average	Poor	Do Not Know
81.Product Developer in Area of Textiles & Clothing						
82.Product Development Specialist in Area of Housing, Furnishings, & Equipment						
83.Product Publicity Director in Area of Art						
84.Product Publicity Director in Area of Textiles & Clothing						
85.Product Publicity Director in Area of Housing, Furnishings & Equipment						
86.Public Health Nutritionist						
87.Public Housing Consultant						
88.Public Relations Executive in Area of Art						
89.Public Relations Executive in Area of Family Economics & Home Management						
90.Publicity Director in Area of Food & Nutrition						
91.Rehabilitation Specialist						
92.Research Specialist in Area of Textiles & Clothing						
93.Research Specialist in Area of Family Economics & Home Management						
94.Research Specialist in Area of Family Relations & Child Development						
95.Research Specialist in Area of Housing, Furnishings & Equipment						
96.Research Specialist in Area of Institution Administration						
97.Restaurant Chain Menu Planner						
98.Restaurant Owner						
99.Retail Store Training Specialist						
100.Savings Bank Home Economist						
101.School Lunch Consultant						
102.School Lunch Director						

	Excellent	Good	Average	Somewhat Below Average	Poor	Do Not Know
103.Sewing Center Director						
104.Social Worker						
105.Space Food Technologist						
106.Test Kitchen Director						
107.Test Kitchen Home Economist						
108.Textile Designer						
109.Textile Lab Technician						
110.Urban Renewal Consultant						
111.Utility Home Economist in Area of Family Economics & Home Management						
112.Utility Home Economist in Area of Housing, Furnishings & Equipment						
113.Utility Home Economist in Area of Food & Nutrition						
114.Utility Home Economist in Area of Institution Administration						
115.Visual Aids Specialist in Area of Art						
116.Welfare Home Economist in Area of Family Economics & Home Management						
117.Welfare Home Economist in Area of Family Relations & Child Development						
118.Youth Counselor						

PERSONAL DATA SHEET

Classification:  Freshman  Senior  Other \_\_\_\_\_

Major area of study: Freshmen Seniors  
 Indicate 1st and 2nd Choices  
 1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 CTM  
 FR&CD  
 FNIA  
 HM, E&FE  
 H&ID  
 H&RA

Do you have a double major?  Yes  No  
 If yes, please state: \_\_\_\_\_

If you are a senior, have you changed your major since your freshman year?  Yes  No  
 If yes, please list your previous major(s): \_\_\_\_\_

Marital status:  Single  Married (Length of time) \_\_\_\_\_  
 Engaged  Divorced  
 Widowed

Estimate your overall grade point: (Check one only)  
 1.49 or less  3.00-3.49  
 1.50-1.99  3.50-3.99  
 2.00-2.49  3.99-4.00  
 2.50-2.99

Estimate size of highschool attended: (Check one only)  
 99 or less  1,000-1,999  
 100-499  2,000 or more  
 500-999

Estimate size of home town: (Check one only)  
 4,999 or less  20,000-39,999  
 5,000- 9,999  40,000-79,999  
 10,000-19,999  80,000-99,999  
 100,000 or more

List your first and second choices for the most preferred occupations after graduation.  
 (These do not have to be from the titles listed on the prestige study)  
 1st Choice \_\_\_\_\_  
 2nd Choice \_\_\_\_\_

Rank these choices of occupations in the spaces provided below.

	Excellent	Good	Average	Somewhat Below Average	Poor	Do Not Know
1st Choice						
2nd Choice						

APPENDIX B







APPENDIX C

**THIS IS A PRESTIGE STUDY**

Which factor listed below do you feel has the most influence on the prestige ranking of an occupation? (Check one only)

- 1  Salary Possibilities
- 2  Responsibility Required
- 3  Education Necessary
- 4  Service to Humanity
- 5  Other (Please indicate) UP TO 32 CHARACTERS

The following occupations have been selected from those listed in the current career leaflets published by the American Home Economics Association.

For the jobs listed below, please check the column that best gives your own personal opinion of the professional or prestige standing for each occupation.

	Excellent	Good	Average	Somewhat Below Average	Poor	Do Not Know
1. Advertising Artist						
2. Advertising Account Executive in Area of Textiles & Clothing						
3. Advertising Copywriter in Area of Food & Nutrition	5	4	3	2	1	0
4. Advertising Copywriter in Area of Housing, Furnishings, & Equipment						
5. Airline Food Service Supervisor						
6. Appliance Specialist						
7. Armed Services Dietitian						
8. Cafeteria Supervisor						
9. Child Care Specialist						
10. Child Guidance Counselor						
11. City Planning Consultant						
12. Clothing Consultant						
13. Clothing Designer						
14. College Food Service Director						

PERSONAL DATA SHEET

Classification:  Freshman  Senior  Other \_\_\_\_\_

Major area of study: Freshmen Seniors  
 Indicate 1st and 2nd Choices  
 1. 0-7  CTM  
 2. 0-7  FR&CD  
 FNIA  
 HM, E&FE  
 H&ID  
 H&RA  
 HEED

Do you have a double major?  Yes  No  
 If yes, please state: \_\_\_\_\_

If you are a senior, have you changed your major since your freshman year?  Yes  No  
 If yes, please list your previous major(s): \_\_\_\_\_

Marital status:  Single  Married (Length of time) \_\_\_\_\_  
 Engaged  Divorced  
 Widowed

Estimate your overall grade point:  1.49 or less  3.00-3.49  
 (Check one only)  1.50-1.99  3.50-3.99  
 2.00-2.49  3.99-4.00  
 2.50-2.99

Estimate size of highschool attended:  99 or less  1,000-1,999  
 (Check one only)  100-499  2,000 or more  
 500-999

Estimate size of home town:  4,999 or less  20,000-39,999  
 (Check one only)  5,000- 9,999  40,000-79,999  
 10,000-19,999  80,000-99,999  
 100,000 or more

List your first and second choices for the most preferred occupations after graduation.  
 (These do not have to be from the titles listed on the prestige study)  
 1st Choice UP TO 32 CHARACTERS  
 2nd Choice UP TO 32 CHARACTERS

Rank these choices of occupations in the spaces provided below.

	Excellent	Good	Average	Somewhat Below Average	Poor	Do Not Know
1st Choice	5	4	3	2	1	0
2nd Choice						



31	CTM	FRCD	NO	NO	SINGLE	4	3	4	FASHION BUYER	80	MODEL	80
32	CTM	HEID	NO	NO	SINGLE	3	4	5	FASHION MERCHANDISER	80	INTERIOR DESIGNER	80
33	HEID	NO	NO	SINGLE	1	4	7	INTERIOR DECORATOR	60		0	
34	CTM	FRCD	NO	NO	ENGAGED	4	5	7	FASHION BUYER	100	SHOP WINDOW COORDINATOR	60
35	CTM	HEID	NO	NO	SINGLE	5	5	7	BUYER	80	OWN STORE	80
36	HEID	CTM	NO	NO	SINGLE	5	4	5	INTERIOR DESIGNER	100	BUYER-FURNITURE DEPT.	80
37	HEID	NO	NO	ENGAGED	4	4	4	INTERIOR DESIGNER	100	MANAGER OF BOTIGUE	80	
38	CTM	FNIA	NO	NO	SINGLE	4	2	3	PUBLIC RELATIONS WORK IN CTM	100	CTM BUYER	80
39	HEFD	CTM	NO	NO	SINGLE	5	4	7	TEACHER	80	HOUSEWIFE	0
40	CTM	HEID	NO	NO	SINGLE	4	3	4	CLOTHING BUYER	80	DESIGN	80
41	FRCD	FNIA	NO	NO	SINGLE	3	2	1	DIETITIAN	100	SOCIAL WORKER	100
42	CTM	NO	NO	SINGLE	5	4	5	BUYER POSITION	80		0	
43	HEED	NO	NO	SINGLE	1	3	2	TEACHER-SECOND GRADE	100		0	
44	CTM	HEID	NO	NO	SINGLE	4	3	4	FASHION BUYER	100	OWNER OF LADIES STORE	80
45	CTM	HEID	NO	NO	SINGLE	3	3	7	FASHION BUYER	100	TEACHER	100
46	FRCD	HEID	NO	NO	SINGLE	5	3	1	KINDERGARTEN TEACHER	100	INTERIOR DECORATOR	80
47	FRCD	HMFE	NO	NO	SINGLE	3	5	5	TEACHER	80	SECRETARY	60
48	FRCD	FNIA	NO	NO	SINGLE	2	1	1	SOCIAL WORKER	100	ELEMENTARY TEACHER	80
49	HEED	NO	NO	SINGLE	3	2	1	FASHION MERCHANDISER	100	DIETITIAN	80	
50	CTM	NO	NO	SINGLE	4	2	7	FASHION DESIGNER	100	BUYER	100	
51	HEID	NO	NO	SINGLE	4	4	4	FURNITURE BUYER	100	INTERIOR DESIGNER	100	
52	HEID	CTM	NO	NO	SINGLE	1	2	3	HOME DECORATOR	100	HOME ECONOMICS TEACHER	100
53	HEED	FNIA	NO	NO	SINGLE	3	3	3	TEACHER	60	EXTENSION AGENT	60
54	FRCD	CTM	YES	NO	SINGLE	5	3	4	ELEMENTARY TEACHER	60	HOME ECONOMICS TEACHER	60
55	FRCD	HEID	NO	NO	SINGLE	4	4	5	KINDERGARTEN TEACHER	80	DAY CARE CENTER DIRECTOR	60
56	FRCD	HEED	NO	NO	SINGLE	4	5	5	TEACHER	60	SOCIAL WORK	80
57	FNIA	FRCD	NO	NO	SINGLE	5	2	7	NURSRING-NOT HOME EC.	80	DIETITIAN	60
58	HEID	CTM	NO	NO	ENGAGED	5	4	5	INTERIOR DESIGNER	100	DESIGN CONSULTANT	80
59	HEED	NO	NO	SINGLE	6	4	7	HOME ECONOMICS TEACHER	80		0	
60	HEID	FRCD	NO	NO	SINGLE	3	3	3	AIRLINE STEWARDESS	100	FIELD IN ART	100

61	CTM	FRCD	NO	NO	SINGLE	5	4	7	MERCHANDISING	80	BUYER	80
62	CTM	NO	NO	ENGAGED	4	2	1	BUYER	80	FASHION COORDINATOR	80	
63	HEED	HMFE	NO	NO	SINGLE	3	2	1	HOME ECONOMICS TEACHER	80	PUBLIC UTILITY WORKER	80
64	CTM	HEED	NO	NO	SINGLE	4	1	1	FASHION BUYER	100	FASHION CONSULTANT	100
65	CTM	HEED	NO	NO	SINGLE	5	2	1	FASHION MERCHANDISER	80	TEACHER	80
66	CTM	HEED	NO	NO	SINGLE	4	5	7	BUYER-TEXTILES & CLOTHING	100	FASHION COORDINATOR	100
67	CTM	HEED	NO	NO	SINGLE	4	5	7	FASHION BUYER	100	TEACHER	80
68	CTM	FRCD	NO	NO	ENGAGED	4	2	1	REAUTICIAN	80	WORK IN DEPT. STORE	80
69	FRCD	FNIA	NO	NO	SINGLE	4	5	5	KINDERGARTEN TEACHER	60	DAY CARE CENTER DIRECTOR	80
70	FNIA	FRCD	NO	NO	SINGLE	6	2	1	DIETITIAN	100	HOSPITAL DIETITIAN	100
71	FRCD	HEED	NO	NO	SINGLE	3	5	7	NURSERY SCHOOL TEACHER	80	SOCIAL WORKER	100
72	FRCD	HEED	NO	NO	ENGAGED	2	5	7	KINDERGARTEN TEACHER	100	ELEMENTARY TEACHER	100
73	CTM	FRCD	NO	NO	SINGLE	1	5	7	FASHION BUYER	100	MODEL	100
74	FRCD	HEED	YES	NO	SINGLE	5	2	1	ELEMENTARY TEACHER	80	INTERIOR DECORATOR	80

RAW DATA - SENIORS

1	CTM	NO	NO	SINGLE	5 1 1	COSTUME DESIGNER	100	PATTERN MAKER	80
2	CTM	NO	NO	MARRIED	3 2 1	STORE OWNER	80	BUYER	100
3	CTM	NO	YES	SINGLE	3 3 2	MANAGER OF CLOTHING SHOP	60	WORK WITH PRE-SCHOOL CHILDREN	80
4	CTM	NO	NO	SINGLE	6 4 7	BUYER	80	MERCHANDISE MANAGER	100
5	CTM	NO	NO	MARRIED	4 2 1	RETAIL MANAGEMENT EXECUTIVE	80	DESIGNER	80
6	CTM	NO	YES	MARRIED	5 2 3	WINDOW DISPLAY DESIGNER-LG. CO.	80	BUYER FOR LG. RETAIL OPERATION	80
7	CTM	NO	YES	SINGLE	4 3 7	STORE BUYER	80	HEAD OF STORE TRAINING PROG.	80
8	FRCD	NO	YES	SINGLE	4 4 6	KINDERGARTEN TEACHER	80	ARTIST	80
9	FRCD	NO	YES	SINGLE	4 5 5	KINDERGARTEN TEACHER-PUBLIC	60	KINDERGARTEN TEACHER-PRIVATE	60
10	FRCD	NO	YES	MARRIED	3 5 7	SOCIAL WORKER	80	NURSERY SCHOOL	80
11	FRCD	NO	YES	SINGLE	3 4 7	SOCIAL WORKER	80		0
12	FRCD	NO	YES	SINGLE	5 3 1	SOCIAL WORKER(AFTER GRAD.SCHOOL)	100	CASE WORKER(IF NOT GRAD SCHOOL)	100
13	FRCD	YES	YES	SINGLE	3 2 5	ELEMENTARY EDUCATION TEACHER	80	NURSERY SCHOOL DIRECTOR	60
14	FRCD	NO	YES	SINGLE	6 2 2	KINDERGARTEN TEACHER	80	SOCIAL WORKER	60
15	FRCD	NO	NO	MARRIED	3 4 7	TEACHER IN NURSERY SCHOOL	80	SOCIAL WORK OF SOME KIND	80
16	FRCD	NO	NO	SINGLE	5 2 1	ELEMENTARY SCHOOL TEACHER	60	DIRECTOR OF HEAD START PROGRAM	80
17	FRCD	NO	YES	SINGLE	3 4 5	PUBLIC SCHOOL PRESCHOOL TEACHER	80	RUN A NURSERY SCHOOL	60
18	FRCD	NO	NO	SINGLE	5 4 5	FAMILY COUNSELOR	80	UNIV. PROF.	80
19	FRCD	NO	YES	MARRIED	6 1 1	KINDERGARTEN TEACHER-PUBLIC	60	NURSERY SCHOOL TEACHER-PRIVATE	60
20	FRCD	NO	YES	SINGLE	4 2 1	KINDERGARTEN TEACHER	60	HOME EXTENTION AGENT	60
21	FRCD	NO	YES	SINGLE	3 2 1	HEADSTART	60	WELFARE	60
22	FRCD	NO	YES	SINGLE	4 5 7	WIFE AND MOTHER	100	NURSERY SCHOOL TEACHER	60
23	FRCD	NO	YES	MARRIED	5 1 1	KINDERGARTEN TEACHER	60	OPERATE OWN NURSERY SCHOOL	60
24	FRCD	NO	YES	SINGLE	4 5 7	GUIDANCE CLINIC	100	SOCIAL WORKER	80
25	FNIA	NO	NO	MARRIED	5 2 1	CONSULTANT DIETITIAN	80	THERAPEUTIC DIETITIAN	80
26	FNIA	NO	YES	MARRIED	5 2 1	HOSPITAL DIETITIAN	100	ADMINISTRATIONAL DIETITIAN	100
27	FNIA	NO	YES	SINGLE	5 3 7	THERAPEUTIC NUTRITIONIST	100	FOOD RESEARCH SPECIALIST	100
28	FNIA	NO	YES	ENGAGED	4 1 3	HOSPITAL DIETITIAN	100	CONSULTANT DIETITIAN	80
29	HIFE	YES	NO	MARRIED	6 1 1	UTILITY HOME ECONOMIST	100	SECONDARY TEACHER VOC. HEED	80
30	HICD	NO	NO	MARRIED	5 2 3	INTERIOR DESIGNER	60	URBAN RENEWAL CONSULTANT	80





APPENDIX E

SAMPLE DATA

TABLE XXIII  
ESTIMATED SIZE OF HIGH SCHOOL

	<u>Freshmen</u> N = 74 (Percent)	<u>Seniors</u> N = 57 (Percent)
99 or less	8.1	12.3
100 - 499	27.0	38.6
500 - 999	20.2	17.5
1,000 - 1,999	29.8	15.8
2,000 or more	14.9	15.8
Total	<u>100.0</u>	<u>100.0</u>

TABLE XXIV

ESTIMATED SIZE OF HIGH SCHOOL BY  
MAJOR AREA OF STUDY

Size of High School	CTM		FRCD		FNIA	
	Freshmen First Choice N = 25  (Percent)	Seniors N = 7  (Percent)	Freshmen First Choice N = 18  (Percent)	Seniors N = 17  (Percent)	Freshmen First Choice N = 5  (Percent)	Seniors N = 4  (Percent)
99 or less	12.0	14.3	5.5	11.8		25.0
100 - 499	28.0	42.8	27.8	29.4	40.0	50.0
500 - 999	20.0	28.6	22.2	5.9	40.0	25.0
1000 - 1999	16.0	14.3	27.8	29.4		
2000 or more	24.0		16.7	23.5	29.0	
Total	100.0	100.0	100.0	100.0	100.0	100.0

  

Size of High School	HMEFE		HID		HEED	
	Freshmen First Choice N = 1  (Percent)	Seniors N = 1  (Percent)	Freshmen First Choice N = 10  (Percent)	Seniors N = 6  (Percent)	Freshmen First Choice N = 15  (Percent)	Seniors N = 22  (Percent)
99 or less	100.0	100.0			6.7	9.1
100 - 499			10.0	33.3	33.3	45.4
500 - 999			10.0	33.3	20.0	18.1
1000 - 1999			70.0		40.0	13.7
2000 or more			10.0	33.3		13.7
Total	100.0	100.0	100.0	100.0	100.0	100.0

TABLE XXV  
ESTIMATED SIZE OF HOME TOWN

	<u>Freshmen</u> N = 74 (Percent)	<u>Seniors</u> N = 57 (Percent)
4,999 or less	28.4	33.4
5,000 - 9,999	5.4	14.0
10,000 - 19,999	10.8	14.0
20,000 - 39,999	13.5	3.5
40,000 - 79,999	17.6	12.3
80,000 - 99,999	--	3.5
100,000 or more	24.3	19.3
Total	100.0	100.0

TABLE XXVI  
ESTIMATED SIZE OF HOME TOWN  
BY MAJOR AREA OF STUDY

Size of Home Town	CTM		FRCD		FNIA	
	Freshmen First Choice N = 25	Seniors N = 7	Freshmen First Choice N = 18	Seniors N = 17	Freshmen First Choice N = 5	Seniors N = 4
	(Percent)	(Percent)	(Percent)	(Percent)	(Percent)	(Percent)
4,999 or less	24.0	42.8	38.9	35.3	40.0	50.0
5,000 - 9,999	4.0	14.3		5.9		
10,000 - 19,999	8.0	14.3	11.1		20.0	25.0
20,000 - 39,999	16.0		11.1			
40,000 - 79,999	8.0		27.8	23.5	20.0	
80,000 - 99,999				5.9		
100,000 or more	40.0	28.6	11.1	29.4	20.0	25.0
Total	100.0	100.0	100.0	100.0	100.0	100.0

  

Size of Home Town	HMEFE		HID		HEED	
	Freshmen First Choice N = 1	Seniors N = 1	Freshmen First Choice N = 10	Seniors N = 6	Freshmen First Choice N = 15	Seniors N = 22
	(Percent)	(Percent)	(Percent)	(Percent)	(Percent)	(Percent)
4,999 or less	100.0	100.0		16.7	33.3	27.3
5,000 - 9,999				16.7	20.0	22.7
10,000 - 19,999			20.0	16.7	6.7	22.7
20,000 - 39,999			20.0		13.3	9.1
40,000 - 79,999			40.0	16.7	6.7	9.1
80,000 - 99,999				16.7		
100,000 or more			20.0	16.7	20.0	9.1
Total	100.00	100.0	100.0	100.0	100.0	100.0

TABLE XXVII  
ESTIMATED GRADE POINT

	<u>Freshmen</u> N = 74 (Percent)	<u>Seniors</u> N = 57 (Percent)
1.49 or less	10.8	
1.50 - 1.99	5.4	1.7
2.00 - 2.49	21.6	14.2
2.50 - 2.99	32.4	33.3
3.00 - 3.49	24.4	42.1
3.50 - 3.99	5.4	8.7
3.99 - 4.00		
Total	100.0	100.0

TABLE XXVIII  
ESTIMATED GRADE POINT BY  
MAJOR AREA OF STUDY

Estimated Grade Point	CTM		FRCD		FNIA	
	Freshmen First Choice N = 25	Seniors N = 7	Freshmen First Choice N = 18	Seniors N = 17	Freshmen First Choice N = 5	Seniors N = 4
	(Percent)	(Percent)	(Percent)	(Percent)	(Percent)	(Percent)
1.49 or less	12.0		5.6		20.0	
1.50 - 1.99			16.6			
2.00 - 2.49	16.0	28.6	27.8	35.3		25.0
2.50 - 2.99	48.0	28.6	22.2	29.4	20.0	75.0
3.00 - 3.49	20.0	28.6	27.8	23.5	40.0	
3.50 - 3.99	4.0	14.2		11.8	20.0	
3.99 - 4.00						
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

  

Estimated Grade Point	HMEFE		HID		HEED	
	Freshmen First Choice N = 1	Seniors N = 1	Freshmen First Choice N = 10	Seniors N = 6	Freshmen First Choice N = 15	Seniors N = 22
	(Percent)	(Percent)	(Percent)	(Percent)	(Percent)	(Percent)
1.49 or less			20.0		6.7	
1.50 - 1.99					6.7	4.5
2.00 - 2.49			30.0		26.6	
2.50 - 2.99	100.0		30.0	50.0	20.0	36.4
3.00 - 3.49			20.0	50.0	26.6	54.6
3.50 - 3.99		100.0			13.4	4.5
3.99 - 4.00						
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

TABLE XXIX  
MARITAL STATUS

	<u>Freshmen</u> N = 74 (Percent)	<u>Seniors</u> N = 57 (Percent)
Single	90.5	50.9
Engaged	9.5	3.5
Married		45.6
Divorced		
Widowed		
Total	<u>100.0</u>	<u>100.0</u>



TABLE XXX  
DISTRIBUTION OF MARRIED SENIORS

Length of time	<u>Seniors</u> N = 26 (Percent)
6 months or less	30.8
6 months - 1 year	15.4
13 months - 2 years	26.9
25 months - 3 years	11.5
37 months - 4 years	7.7
49 months or more	7.7
Total	<u>100.0</u>

TABLE XXXI

SENIORS ACCORDING TO CHANGES IN MAJOR AREA  
OF STUDY

Present Major	Previous Major	No. Chg.	No. in Dept.	% Changed
CTM	General Business	1		
CTM	H&ID	1		
CTM	Political Science	1		
		3	7	42.8%
FRCD	CTM & H&ID	2		
FRCD	CTM	2		
FRCD	Business	2		
FRCD	HEED	3		
FRCD	General Arts & Science	3		
FRCD	H&ID	1		
FRCD	Physical Therapy	1		
		14	17	82.4%
FNIA	HEED	2		
FNIA	Anthropology	1		
		3	4	75.0%
HEED	History	1		
HEED	FNIA	2		
HEED	Business	2		
HEED	H&ID	1		
HEED	H&ID & CTM	1		
		7	22	31.8%

APPENDIX F

PRESTIGE RATINGS IN ORDINAL SCALES

ORDINAL SCALE FOR TOTAL SAMPLE

OCCUPATION TITLE	RATE	(RANK)
FASHION DESIGNER	90.84	( 1.00)
INTERIOR DESIGNER	89.77	( 2.00)
CLOTHING DESIGNER	89.16	( 3.00)
INTERIOR DECORATOR	87.63	( 4.00)
SPACE FOOD TECHNOLOGIST	86.72	( 5.00)
FASHION EDITOR	85.95	( 6.00)
FOOD CHEMIST	83.21	( 7.00)
FASHION ILLUSTRATOR	82.75	( 8.00)
FURNITURE DESIGNER	82.60	( 9.50)
TEXTILE DESIGNER	82.60	( 9.50)
COSTUME DESIGNER	82.44	( 11.00)
DEPARTMENT STORE BUYER IN AREA OF TEXTILES & CLOTHING	82.14	( 12.00)
FASHION COORDINATOR	81.68	( 13.00)
FOOD RESEARCH SPECIALIST	81.22	( 14.00)
RESEARCH SPECIALIST IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	81.07	( 15.00)
NUTRITION RESEARCH SPECIALIST	80.92	( 16.00)
CHILD GUIDANCE COUNSELOR	80.61	( 17.00)
DEPARTMENT STORE BUYER IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.15	( 18.50)
RESEARCH SPECIALIST IN AREA OF TEXTILES & CLOTHING	80.15	( 18.50)
RESEARCH SPECIALIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	79.24	( 20.00)
MAGAZINE EDITOR IN AREA OF ART	78.93	( 21.50)
REHABILITATION SPECIALIST	78.93	( 21.50)
CLOTHING CONSULTANT	78.32	( 23.00)
CHILD CARE SPECIALIST	77.40	( 24.00)
DRESS PATTERN DESIGNER	77.25	( 25.50)
RESEARCH SPECIALIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	77.25	( 25.50)
ADVERTISING ARTIST	77.10	( 28.00)
ADVERTISING ACCOUNT EXECUTIVE IN AREA OF TEXTILES & CLOTHING	77.10	( 28.00)
MAGAZINE EDITOR IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	77.10	( 28.00)
DEPARTMENT STORE BUYER IN AREA OF ART	76.79	( 30.00)
MAGAZINE EDITOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	76.64	( 31.00)
DIETITIAN	76.49	( 32.50)
RESEARCH SPECIALIST IN AREA OF INSTITUTION ADMINISTRATION	76.49	( 32.50)
FOOD SERVICE SPECIALIST	76.18	( 34.00)
YOUTH COUNSELOR	76.03	( 35.00)
CITY PLANNING CONSULTANT	75.88	( 36.50)
TEST KITCHEN DIRECTOR	75.88	( 36.50)
DISPLAY DESIGNER	75.73	( 38.00)
GUIDANCE COUNSELOR	75.57	( 39.00)
FABRICS COORDINATOR	74.96	( 40.50)
SOCIAL WORKER	74.96	( 40.50)
CONSUMER EDUCATION SPECIALIST IN AREA OF TEXTILES & CLOTHING	74.66	( 42.50)
MARKETING SPECIALIST IN AREA OF FOOD & NUTRITION	74.66	( 42.50)
TEXTILE LAB TECHNICIAN	74.50	( 44.00)
PRODUCT PUBLICITY DIRECTOR IN AREA OF TEXTILES & CLOTHING	74.20	( 45.00)
FAMILY LIFE CONSULTANT	74.05	( 46.50)
MOBILE HOMES DESIGNER	74.05	( 46.50)
MAGAZINE EDITOR IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	73.89	( 48.50)
OFFICE DESIGNER	73.89	( 48.50)
NUTRITION CONSULTANT	73.74	( 50.50)
WELFARE HOME ECONOMIST IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	73.74	( 50.50)
HOSPITAL DIETITIAN	73.59	( 53.00)
PRODUCT DEVELOPER IN AREA OF TEXTILES & CLOTHING	73.59	( 53.00)
PRODUCT DEVELOPMENT SPECIALIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	73.59	( 53.00)
EQUIPMENT DESIGNER	73.44	( 55.50)
PUBLIC HEALTH NUTRITIONIST	73.44	( 55.50)
URBAN RENEWAL CONSULTANT	73.28	( 57.00)

FAMILY FINANCIAL COUNSELOR	73.13 ( 58.00)
TEST KITCHEN HOME ECONOMIST	72.82 ( 59.00)
PUBLIC RELATIONS EXECUTIVE IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	72.67 ( 60.00)
CONSUMER MARKETING SPECIALIST IN AREA OF INSTITUTIONAL ADMINISTRATION	72.21 ( 61.50)
PUBLIC RELATIONS EXECUTIVE IN AREA OF ART	72.21 ( 61.50)
PRODUCT PUBLICITY DIRECTOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	72.06 ( 63.00)
COLLEGE FOOD SERVICE DIRECTOR	71.91 ( 64.50)
HOTEL MANAGER	71.91 ( 64.50)
EDUCATIONAL MATERIALS WRITER IN AREA OF FOOD & NUTRITION	71.76 ( 66.50)
PRODUCT PUBLICITY DIRECTOR IN AREA OF ART	71.76 ( 66.50)
CONSUMER INFORMATION SPECIALIST IN AREA OF ART	71.60 ( 68.50)
HOME PLANNING SPECIALIST	71.60 ( 68.50)
FOOD COLUMNIST	71.15 ( 70.00)
EDUCATIONAL MATERIALS WRITER IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	70.99 ( 71.00)
PUBLICITY DIRECTOR IN AREA OF FOOD & NUTRITION	70.84 ( 72.00)
COMMUNITY AID HOME ECONOMIST IN AREA OF FAMILY RELATION & CHILD DEVELOPMENT	70.69 ( 73.00)
CONSUMER CONSULTANT IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	70.23 ( 74.00)
AIRLINE FOOD SERVICE SUPERVISOR	70.08 ( 76.00)
CONSUMER INFORMATION SPECIALIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	70.08 ( 76.00)
NEWSPAPER EDITOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	70.08 ( 76.00)
CONSUMER CONSULTANT IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	69.92 ( 78.00)
EDUCATIONAL MATERIALS WRITER IN AREA OF INSTITUTION ADMINISTRATION	69.47 ( 79.00)
CONSUMER CONSULTANT IN AREA OF FOOD & NUTRITION	69.31 ( 81.00)
KITCHEN PLANNER	69.31 ( 81.00)
WELFARE HOME ECONOMIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	69.31 ( 81.00)
RESTAURANT OWNER	69.16 ( 83.00)
PUBLIC HOUSING CONSULTANT	69.01 ( 84.00)
EXHIBIT DESIGNER	68.85 ( 85.00)
INSTITUTIONAL FEEDING SPECIALIST	68.70 ( 86.00)
NEWSPAPER FOOD EDITOR	68.40 ( 87.00)
MONEY MANAGEMENT SPECIALIST	68.09 ( 88.00)
COMMUNITY AID HOME ECONOMIST IN AREA OF FOOD & NUTRITION	67.94 ( 89.00)
COLOR COORDINATOR	67.79 ( 90.00)
VISUAL AIDS SPECIALIST IN AREA OF ART	67.63 ( 91.00)
KITCHEN & EQUIPMENT EDITOR	67.33 ( 92.00)
RETAIL STORE TRAINING SPECIALIST	67.02 ( 93.00)
FOOD PHOTOGRAPHER	66.56 ( 94.00)
UTILITY HOME ECONOMIST IN AREA OF FOOD & NUTRITION	66.41 ( 95.00)
ADVERTISING COPYWRITER IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	66.11 ( 96.00)
ADVERTISING COPYWRITER IN AREA OF FOOD & NUTRITION	65.65 ( 98.00)
ARMED SERVICES DIETITIAN	65.65 ( 98.00)
UTILITY HOME ECONOMIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	65.65 ( 98.00)
UTILITY HOME ECONOMIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	65.34 (100.00)
HOME LIGHTING CONSULTANT	65.04 (101.50)
UTILITY HOME ECONOMIST IN AREA OF INSTITUTION ADMINISTRATION	65.04 (101.50)
PACKAGE DESIGNER IN AREA OF ART	64.73 (103.00)
INDUSTRIAL FOOD SERVICE MANAGER	64.58 (104.50)
RESTAURANT CHAIN MENU PLANNER	64.58 (104.50)
HOME SERVICE DIRECTOR	64.12 (106.00)
PRODUCT DEVELOPER IN AREA OF ART	63.82 (107.00)
APPLIANCE SPECIALIST	63.51 (108.00)
MUSEUM CURATOR	61.83 (109.00)
LAUNDRY PRODUCTS SPECIALIST	61.68 (110.50)
SEWING CENTER DIRECTOR	61.68 (110.50)
SCHOOL LUNCH DIRECTOR	61.22 (112.00)
CAFETERIA SUPERVISOR	60.46 (113.50)
SAVINGS BANK HOME ECONOMIST	60.46 (113.50)
SCHOOL LUNCH CONSULTANT	59.24 (115.00)
MOVING & STORAGE CONSULTANT	58.02 (116.00)
HOTEL EXECUTIVE HOUSEKEEPER	55.57 (117.00)
LAUNDRY CONSULTANT	55.27 (118.00)

AVERAGE :

72.57

ORDINAL SCALE FOR FRESHMEN

OCCUPATION TITLE	RATE	(RANK)
INTERIOR DESIGNER	91.89	( 1.00)
FASHION DESIGNER	91.62	( 2.00)
INTERIOR DECORATOR	90.81	( 3.00)
CLOTHING DESIGNER	90.54	( 4.00)
FASHION EDITOR	87.84	( 5.00)
SPACE FOOD TECHNOLOGIST	87.57	( 6.00)
DEPARTMENT STORE BUYER IN AREA OF TEXTILES & CLOTHING	86.49	( 7.00)
FASHION ILLUSTRATOR	85.14	( 8.00)
TEXTILE DESIGNER	84.59	( 9.00)
FASHION COORDINATOR	83.78	( 10.00)
DEPARTMENT STORE BUYER IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	83.24	( 11.50)
FOOD CHEMIST	83.24	( 11.50)
FURNITURE DESIGNER	82.16	( 14.50)
NUTRITION RESEARCH SPECIALIST	82.16	( 14.50)
RESEARCH SPECIALIST IN AREA OF TEXTILES & CLOTHING	82.16	( 14.50)
RESEARCH SPECIALIST IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	82.16	( 14.50)
COSTUME DESIGNER	81.62	( 17.00)
MAGAZINE EDITOR IN AREA OF ART	80.54	( 18.00)
CLOTHING CONSULTANT	80.00	( 20.00)
FOOD RESEARCH SPECIALIST	80.00	( 20.00)
RESEARCH SPECIALIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	80.00	( 20.00)
REHABILITATION SPECIALIST	79.19	( 22.50)
TEXTILE LAB TECHNICIAN	79.19	( 22.50)
DRESS PATTERN DESIGNER	78.92	( 24.00)
DEPARTMENT STORE BUYER IN AREA OF ART	78.38	( 25.50)
RESEARCH SPECIALIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	78.38	( 25.50)
CHILD GUIDANCE COUNSELOR	78.11	( 27.50)
RESEARCH SPECIALIST IN AREA OF INSTITUTION ADMINISTRATION	78.11	( 27.50)
SOCIAL WORKER	77.84	( 29.00)
ADVERTISING ACCOUNT EXECUTIVE IN AREA OF TEXTILES & CLOTHING	77.57	( 30.50)
DIETITIAN	77.57	( 30.50)
MAGAZINE EDITOR IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	77.30	( 32.00)
DISPLAY DESIGNER	77.03	( 35.00)
FABRICS COORDINATOR	77.03	( 35.00)
MAGAZINE EDITOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	77.03	( 35.00)
OFFICE DESIGNER	77.03	( 35.00)
YOUTH COUNSELOR	77.03	( 35.00)
CHILD CARE SPECIALIST	76.22	( 38.00)
ADVERTISING ARTIST	75.68	( 39.50)
PUBLIC HEALTH NUTRITIONIST	75.68	( 39.50)
FOOD SERVICE SPECIALIST	75.41	( 41.00)
CONSUMER EDUCATION SPECIALIST IN AREA OF TEXTILES & CLOTHING	75.14	( 44.00)
GUIDANCE COUNSELOR	75.14	( 44.00)
PRODUCT DEVELOPER IN AREA OF TEXTILES & CLOTHING	75.14	( 44.00)
PRODUCT PUBLICITY DIRECTOR IN AREA OF TEXTILES & CLOTHING	75.14	( 44.00)
TEST KITCHEN DIRECTOR	75.14	( 44.00)
MAGAZINE EDITOR IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	74.86	( 48.00)
MARKETING SPECIALIST IN AREA OF FOOD & NUTRITION	74.86	( 48.00)
MOBILE HOMES DESIGNER	74.86	( 48.00)
FAMILY LIFE CONSULTANT	74.59	( 50.50)
NUTRITION CONSULTANT	74.59	( 50.50)
FAMILY FINANCIAL COUNSELOR	74.05	( 53.00)
HOSPITAL DIETITIAN	74.05	( 53.00)
WELFARE HOME ECONOMIST IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	74.05	( 53.00)
PRODUCT DEVELOPMENT SPECIALIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	73.51	( 55.50)
PUBLIC RELATIONS EXECUTIVE IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	73.51	( 55.50)
CITY PLANNING CONSULTANT	73.24	( 57.50)
TEST KITCHEN HOME ECONOMIST	73.24	( 57.50)

COLLEGE FOOD SERVICE DIRECTOR	72.70	( 59.50)
URBAN RENEWAL CONSULTANT	72.70	( 59.50)
HOTEL MANAGER	72.43	( 62.00)
PRODUCT PUBLICITY DIRECTOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	72.43	( 62.00)
PUBLICITY DIRECTOR IN AREA OF FOOD & NUTRITION	72.43	( 62.00)
EQUIPMENT DESIGNER	72.16	( 64.00)
FOOD COLUMNIST	71.89	( 66.00)
PRODUCT PUBLICITY DIRECTOR IN AREA OF ART	71.89	( 66.00)
PUBLIC RELATIONS EXECUTIVE IN AREA OF ART	71.89	( 66.00)
COMMUNITY AID HOME ECONOMIST IN AREA OF FAMILY RELATION & CHILD DEVELOPMENT	71.35	( 68.00)
CONSUMER CONSULTANT IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	70.54	( 69.00)
CONSUMER MARKETING SPECIALIST IN AREA OF INSTITUTIONAL ADMINISTRATION	70.27	( 70.50)
EDUCATIONAL MATERIALS WRITER IN AREA OF FOOD & NUTRITION	70.27	( 70.50)
CONSUMER CONSULTANT IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	70.00	( 72.50)
RESTAURANT OWNER	70.00	( 72.50)
CONSUMER CONSULTANT IN AREA OF FOOD & NUTRITION	69.73	( 75.00)
CONSUMER INFORMATION SPECIALIST IN AREA OF ART	69.73	( 75.00)
CONSUMER INFORMATION SPECIALIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	69.73	( 75.00)
HOME PLANNING SPECIALIST	69.46	( 77.00)
AIRLINE FOOD SERVICE SUPERVISOR	69.19	( 79.50)
EDUCATIONAL MATERIALS WRITER IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	69.19	( 79.50)
NEWSPAPER EDITOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	69.19	( 79.50)
WELFARE HOME ECONOMIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	69.19	( 79.50)
COMMUNITY AID HOME ECONOMIST IN AREA OF FOOD & NUTRITION	68.92	( 83.00)
EXHIBIT DESIGNER	68.92	( 83.00)
MONEY MANAGEMENT SPECIALIST	68.92	( 83.00)
INSTITUTIONAL FEEDING SPECIALIST	68.65	( 85.50)
PUBLIC HOUSING CONSULTANT	68.65	( 85.50)
RETAIL STORE TRAINING SPECIALIST	68.38	( 87.00)
KITCHEN PLANNER	68.11	( 88.00)
COLOR COORDINATOR	67.84	( 89.00)
NEWSPAPER FOOD EDITOR	67.57	( 90.00)
EDUCATIONAL MATERIALS WRITER IN AREA OF INSTITUTION ADMINISTRATION	67.30	( 91.50)
UTILITY HOME ECONOMIST IN AREA OF FOOD & NUTRITION	67.30	( 91.50)
RESTAURANT CHAIN MENU PLANNER	67.03	( 93.50)
VISUAL AIDS SPECIALIST IN AREA OF ART	67.03	( 93.50)
ARMED SERVICES DIETITIAN	66.76	( 95.50)
FOOD PHOTOGRAPHER	66.76	( 95.50)
KITCHEN & EQUIPMENT EDITOR	66.22	( 97.00)
ADVERTISING COPYWRITER IN AREA OF FOOD & NUTRITION	65.68	( 99.00)
PACKAGE DESIGNER IN AREA OF ART	65.68	( 99.00)
UTILITY HOME ECONOMIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	65.68	( 99.00)
UTILITY HOME ECONOMIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	65.41	(101.00)
UTILITY HOME ECONOMIST IN AREA OF INSTITUTION ADMINISTRATION	64.86	(102.00)
HOME LIGHTING CONSULTANT	64.32	(103.00)
PRODUCT DEVELOPER IN AREA OF ART	64.05	(104.00)
ADVERTISING COPYWRITER IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	63.78	(105.50)
SEWING CENTER DIRECTOR	63.78	(105.50)
INDUSTRIAL FOOD SERVICE MANAGER	63.51	(107.00)
HOME SERVICE DIRECTOR	62.16	(108.00)
APPLIANCE SPECIALIST	61.89	(109.00)
LAUNDRY PRODUCTS SPECIALIST	61.35	(110.50)
SAVINGS BANK HOME ECONOMIST	61.35	(110.50)
CAFETERIA SUPERVISOR	60.54	(112.00)
MUSEUM CURATOR	59.73	(113.50)
SCHOOL LUNCH DIRECTOR	59.73	(113.50)
MOVING & STORAGE CONSULTANT	58.11	(115.00)
SCHOOL LUNCH CONSULTANT	57.84	(116.00)
HOTEL EXECUTIVE HOUSEKEEPER	56.49	(117.00)
LAUNDRY CONSULTANT	54.86	(118.00)

ORDINAL SCALE FOR SENIORS

OCCUPATION TITLE	RATE (RANK)
FASHION DESIGNER	89.82 ( 1.00)
CLOTHING DESIGNER	87.37 ( 2.00)
INTERIOR DESIGNER	87.02 ( 3.00)
SPACE FOOD TECHNOLOGIST	85.61 ( 4.00)
CHILD GUIDANCE COUNSELOR	83.86 ( 5.00)
COSTUME DESIGNER	83.51 ( 7.00)
FASHION EDITOR	83.51 ( 7.00)
INTERIOR DECORATOR	83.51 ( 7.00)
FOOD CHEMIST	83.16 ( 9.50)
FURNITURE DESIGNER	83.16 ( 9.50)
FOOD RESEARCH SPECIALIST	82.81 ( 11.00)
TEXTILE DESIGNER	80.00 ( 12.00)
FASHION ILLUSTRATOR	79.65 ( 13.50)
RESEARCH SPECIALIST IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	79.65 ( 13.50)
CITY PLANNING CONSULTANT	79.30 ( 15.50)
NUTRITION RESEARCH SPECIALIST	79.30 ( 15.50)
ADVERTISING ARTIST	78.95 ( 18.00)
CHILD CARE SPECIALIST	78.95 ( 18.00)
FASHION COORDINATOR	78.95 ( 18.00)
REHABILITATION SPECIALIST	78.60 ( 20.00)
RESEARCH SPECIALIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	78.25 ( 21.00)
RESEARCH SPECIALIST IN AREA OF TEXTILES & CLOTHING	77.54 ( 22.00)
FOOD SERVICE SPECIALIST	77.19 ( 23.00)
MAGAZINE EDITOR IN AREA OF ART	76.84 ( 25.00)
MAGAZINE EDITOR IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	76.84 ( 25.00)
TEST KITCHEN DIRECTOR	76.84 ( 25.00)
ADVERTISING ACCOUNT EXECUTIVE IN AREA OF TEXTILES & CLOTHING	76.49 ( 27.50)
DEPARTMENT STORE BUYER IN AREA OF TEXTILES & CLOTHING	76.49 ( 27.50)
CLOTHING CONSULTANT	76.14 ( 30.50)
DEPARTMENT STORE BUYER IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	76.14 ( 30.50)
GUIDANCE COUNSELOR	76.14 ( 30.50)
MAGAZINE EDITOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	76.14 ( 30.50)
RESEARCH SPECIALIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	75.79 ( 33.00)
DIETITIAN	75.09 ( 35.00)
DRESS PATTERN DESIGNER	75.09 ( 35.00)
EQUIPMENT DESIGNER	75.09 ( 35.00)
CONSUMER MARKETING SPECIALIST IN AREA OF INSTITUTIONAL ADMINISTRATION	74.74 ( 38.00)
DEPARTMENT STORE BUYER IN AREA OF ART	74.74 ( 38.00)
YOUTH COUNSELOR	74.74 ( 38.00)
HOME PLANNING SPECIALIST	74.39 ( 41.00)
MARKETING SPECIALIST IN AREA OF FOOD & NUTRITION	74.39 ( 41.00)
RESEARCH SPECIALIST IN AREA OF INSTITUTION ADMINISTRATION	74.39 ( 41.00)
CONSUMER EDUCATION SPECIALIST IN AREA OF TEXTILES & CLOTHING	74.04 ( 44.50)
CONSUMER INFORMATION SPECIALIST IN AREA OF ART	74.04 ( 44.50)
DISPLAY DESIGNER	74.04 ( 44.50)
URBAN RENEWAL CONSULTANT	74.04 ( 44.50)
EDUCATIONAL MATERIALS WRITER IN AREA OF FOOD & NUTRITION	73.68 ( 47.50)
PRODUCT DEVELOPMENT SPECIALIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	73.68 ( 47.50)
EDUCATIONAL MATERIALS WRITER IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	73.33 ( 50.00)
FAMILY LIFE CONSULTANT	73.33 ( 50.00)
WELFARE HOME ECONOMIST IN AREA OF FAMILY RELATIONS & CHILD DEVELOPMENT	73.33 ( 50.00)
HOSPITAL DIETITIAN	72.98 ( 53.00)
MOBILE HOMES DESIGNER	72.98 ( 53.00)
PRODUCT PUBLICITY DIRECTOR IN AREA OF TEXTILES & CLOTHING	72.98 ( 53.00)
MAGAZINE EDITOR IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	72.63 ( 56.00)
NUTRITION CONSULTANT	72.63 ( 56.00)
PUBLIC RELATIONS EXECUTIVE IN AREA OF ART	72.63 ( 56.00)



EDUCATIONAL MATERIALS WRITER IN AREA OF INSTITUTION ADMINISTRATION	72.28 ( 59.00)
FABRICS COORDINATOR	72.28 ( 59.00)
TEST KITCHEN HOME ECONOMIST	72.28 ( 59.00)
FAMILY FINANCIAL COUNSELOR	71.93 ( 61.00)
PRODUCT DEVELOPER IN AREA OF TEXTILES & CLOTHING	71.58 ( 63.50)
PRODUCT PUBLICITY DIRECTOR IN AREA OF ART	71.58 ( 63.50)
PRODUCT PUBLICITY DIRECTOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	71.58 ( 63.50)
PUBLIC RELATIONS EXECUTIVE IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	71.58 ( 63.50)
AIRLINE FOOD SERVICE SUPERVISOR	71.23 ( 67.50)
HOTEL MANAGER	71.23 ( 67.50)
NEWSPAPER EDITOR IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	71.23 ( 67.50)
SOCIAL WORKER	71.23 ( 67.50)
COLLEGE FOOD SERVICE DIRECTOR	70.88 ( 70.50)
KITCHEN PLANNER	70.88 ( 70.50)
CONSUMER CONSULTANT IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	70.53 ( 73.00)
CONSUMER INFORMATION SPECIALIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	70.53 ( 73.00)
PUBLIC HEALTH NUTRITIONIST	70.53 ( 73.00)
FOOD COLUMNIST	70.18 ( 75.00)
COMMUNITY AID HOME ECONOMIST IN AREA OF FAMILY RELATION & CHILD DEVELOPMENT	69.82 ( 76.50)
OFFICE DESIGNER	69.82 ( 76.50)
NEWSPAPER FOOD EDITOR	69.47 ( 79.00)
PUBLIC HOUSING CONSULTANT	69.47 ( 79.00)
WELFARE HOME ECONOMIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	69.47 ( 79.00)
ADVERTISING COPYWRITER IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	69.12 ( 81.50)
CONSUMER CONSULTANT IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	69.12 ( 81.50)
CONSUMER CONSULTANT IN AREA OF FOOD & NUTRITION	68.77 ( 85.00)
EXHIBIT DESIGNER	68.77 ( 85.00)
INSTITUTIONAL FEEDING SPECIALIST	68.77 ( 85.00)
KITCHEN & EQUIPMENT EDITOR	68.77 ( 85.00)
PUBLICITY DIRECTOR IN AREA OF FOOD & NUTRITION	68.77 ( 85.00)
TEXTILE LAB TECHNICIAN	68.42 ( 88.50)
VISUAL AIDS SPECIALIST IN AREA OF ART	68.42 ( 88.50)
RESTAURANT OWNER	68.07 ( 90.00)
COLOR COORDINATOR	67.72 ( 91.00)
MONEY MANAGEMENT SPECIALIST	67.02 ( 92.00)
COMMUNITY AID HOME ECONOMIST IN AREA OF FOOD & NUTRITION	66.67 ( 93.50)
HOME SERVICE DIRECTOR	66.67 ( 93.50)
FOOD PHOTOGRAPHER	66.32 ( 95.00)
HOME LIGHTING CONSULTANT	65.96 ( 96.50)
INDUSTRIAL FOOD SERVICE MANAGER	65.96 ( 96.50)
ADVERTISING COPYWRITER IN AREA OF FOOD & NUTRITION	65.61 ( 99.00)
APPLIANCE SPECIALIST	65.61 ( 99.00)
UTILITY HOME ECONOMIST IN AREA OF FAMILY ECONOMICS & HOME MANAGEMENT	65.61 ( 99.00)
RETAIL STORE TRAINING SPECIALIST	65.26 (102.50)
UTILITY HOME ECONOMIST IN AREA OF HOUSING, FURNISHINGS & EQUIPMENT	65.26 (102.50)
UTILITY HOME ECONOMIST IN AREA OF FOOD & NUTRITION	65.26 (102.50)
UTILITY HOME ECONOMIST IN AREA OF INSTITUTION ADMINISTRATION	65.26 (102.50)
MUSEUM CURATOR	64.56 (105.00)
ARMED SERVICES DIETITIAN	64.21 (106.00)
PACKAGE DESIGNER IN AREA OF ART	63.51 (107.50)
PRODUCT DEVELOPER IN AREA OF ART	63.51 (107.50)
SCHOOL LUNCH DIRECTOR	63.16 (109.00)
LAUNDRY PRODUCTS SPECIALIST	62.11 (110.00)
RESTAURANT CHAIN MENU PLANNER	61.40 (111.00)
SCHOOL LUNCH CONSULTANT	61.05 (112.00)
CAFETERIA SUPERVISOR	60.35 (113.00)
SAVINGS BANK HOME ECONOMIST	59.30 (114.00)
SEWING CENTER DIRECTOR	58.95 (115.00)
MOVING & STORAGE CONSULTANT	57.89 (116.00)
LAUNDRY CONSULTANT	55.79 (117.00)
HOTEL EXECUTIVE HOUSEKEEPER	54.39 (118.00)

APPENDIX G

SAMPLE ACCORDING TO MOST  
PREFERRED OCCUPATIONS

FRESHMEN BY FIRST AND SECOND CHOICE OF MAJOR AREA OF STUDY  
 ACCORDING TO MOST PREFERRED OCCUPATIONS

First Choice- Area of Study	Second Choice- Area of Study	First Choice- Most Preferred Occupation	Rate	Second Choice- Most Preferred Occupation	Rate
CTM	FRCD	Own Own Store	100	Buyer	100
CTM	FRCD	Merchandising	80	Teacher	80
CTM	FRCD	Textile Designer	100	Fashion Merchandiser	100
CTM	FRCD	Fashion Coordinator	100	Jr. Miss Buyer	100
CTM	FRCD	Fashion Buyer	80	Model	80
CTM	FRCD	Fashion Buyer	100	Shop Window Coordinator	60
CTM	FRCD	Merchandising	80	Buyer	80
CTM	FRCD	Beautician	80	Work in Department Store	80
CTM	FRCD	Fashion Buyer	100	Model	100
CTM	FNIA	Public Relations Work in CTM	100	CTM Buyer	80
CTM	HEED	Executive Buyer	100	Bridal Consultant	100
CTM	HEED	Fashion Designer	100	Youth Counselor	100
CTM	HEED	Department Store Buyer	100	Model	80
CTM	HEED	Fashion Buyer	100	Fashion Consultant	100
CTM	HEED	Fashion Buyer	100	Teacher	80
CTM	HID	Fashion Merchandiser	80	Fashion Coordinator	80
CTM	HID	Fashion Merchandiser	80	Interior Designer	80
CTM	HID	Buyer	80	Own Store	80
CTM	HID	Clothing Buyer	80	Design	80
CTM	HID	Fashion Buyer	100	Owner of Ladies Store	80
CTM	HID	Fashion Buyer	100	Teacher	100
CTM	EID	Buyer - Textiles & Clothing	100	Fashion Coordinator	100
CTM	--	Buyer Position	80		
CTM	--	Fashion Designer	100	Buyer	100
CTM	--	Buyer	80	Fashion Coordinator	80

First Choice- Area of Study	Second Choice- Area of Study	First Choice- Most Preferred Occupation	Rate	Second Choice- Most Preferred Occupation	Rate
FRCD	CTM	Kindergarten Teacher	80	Nursery School Supervisor	80
FRCD	CTM	Child Counselor	100	Kindergarten Teacher	60
FRCD	CTM	Elementary Teacher	60	Home Economics Teacher	60
FRCD	FNIA	Kindergarten Teacher	100	Pre-School Teacher	60
FRCD	FNIA	Dietitian	100	Social Worker	100
FRCD	FNIA	Social Worker	100	Elementary Teacher	80
FRCD	HEED	Social Worker	80	High School Teacher	60
FRCD	HMEFE	Nursery School Teacher	100	Elementary Education Teacher	100
FRCD	HMEFE	Nursery School Teacher	100	Child Guidance Counselor	60
FRCD	HMEFE	Teacher	80	Secretary	60
FRCD	HID	Kindergarten Teacher	100	Interior Decorator	80
FRCD	HID	Kindergarten Teacher	80	Day Care Center Director	60
FRCD	HRA*	Social Worker	80	Youth Counselor	80
FRCD	HEED	Teacher	60	Social Work	80
FRCD	HEED	Nursery School Teacher	80	Social Worker	100
FRCD	HEED	Kindergarten Teacher	100	Elementary Teacher	100
FRCD	FNIA	Kindergarten Teacher	60	Day Care Center Director	80
FRCD	HID	Elementary Teacher	80	Interior Decorator	80
FNIA	FRCD	Dietitian	100	Social	80
FNIA	FRCD	Nursing - Not Home Economics	80	Dietitian	60
FNIA	FRCD	Dietitian	100	Hospital Dietitian	100
FNIA	HEED	Missionary & Dietitian	100	Dietitian or Home Extension	80
FNIA	--	Nutritional Researcher	100	Space Food Technologist	100

\*Not in the College of Home Economics

First Choice- Area of Study	Second Choice- Area of Study	First Choice- Most Preferred Occupation	Rate	Second Choice- Most Preferred Occupation	Rate
HEED	CTM	Extension Home Economist	100	Home Economics Teacher	100
HEED	CTM	Home Economics Teacher	80	Dress Pattern Designer	60
HEED	CTM	Home Economics Teacher - High School	60	Home Economics Teacher - Jr. High School	60
HEED	CTM	High School Teacher	80	Private Clothing Instructor	80
HEED	CTM	Teacher	80	Housewife	0
HEED	CTM	Fashion Merchandiser	80	Teacher	80
HEED	FRCD	Home Economics Extensionist	100	HEED	80
HEED	FRCD	Home Economics Teacher	80	Pre-School Teacher	80
HEED	FRCD	Kindergarten Teacher	80	First Grade Teacher	80
HEED	FNIA	Teacher	60	Extension Agent	60
HEED	HMEFE	Home Economics Teacher	80	Public Utility Worker	80
HEED	--	Airline Reservationist	80	Writer	80
HEED	--	Teacher - Second Grade	100		
HEED	--	Fashion Merchandiser	100		
HEED	--	Home Economics Teacher	80		
HMEFE	CTM	Public Utility Worker	80	Kindergarten Teacher	80
HID	CTM	Interior Designer	100	Fashion Merchandiser	100
HID	CTM	Interior Designer	100	Buyer - Furniture Department	80
HID	CTM	Home Decorator	100	Home Economics Teacher	100
HID	CTM	Interior Designer	100	Design Consultant	80
HID	FRCD	Interior Decorator	100	Social Worker	100
HID	FRCD	Airline Stewardess	100	Field in Art	100
HID	--	Home Decorator	100		
HID	--	Interior Decorator	60		
HID	--	Interior Designer	100	Manager of Botique	80
HID	--	Furniture Buyer	100	Interior Designer	100

SENIORS BY DECLARED MAJOR AREA OF STUDY

ACCORDING TO MOST PREFERRED OCCUPATIONS

Declared Major Area of Study	First Choice- Most Preferred Occupation	Rate	Second Choice- Most Preferred Occupation	Rate
CTM	Costume Designer	100	Pattern Maker	80
CTM	Store Owner	80	Buyer	100
CTM	Manager of Clothing Shop	60	Work with Pre-School Children	80
CTM	Buyer	80	Merchandise Manager	100
CTM	Retail Management Executive	80	Designer	80
CTM	Window Display Designer-Large Company	80	Buyer for Large Retail Operation	80
CTM	Store Buyer	80	Head of Store Training Prog.	80
FRCD	Kindergarten Teacher	80	Artist	80
FRCD	Kindergarten Teacher-Public	60	Kindergarten Teacher-Private	60
FRCD	Social Worker	80	Nursery School	80
FRCD	Social Worker	80		
FRCD	Social Worker(After Grad.Sch.)	100	Case Worker(If Not Grad Sch.)	100
FRCD	Elementary Education Teacher	80	Nursery School Director	60
FRCD	Kindergarten Teacher	80	Social Worker	60
FRCD	Teacher in Nursery School	80	Social Work of Some Kind	80
FRCD	Elementary School Teacher	60	Director of Head Start Program	80
FRCD	Public School Preschool Teacher	80	Run a Nursery School	60
FRCD	Family Counselor	80	Universary Prof.	80
FRCD	Kindergarten Teacher-Public	60	Nursery School Teacher-Private	60
FRCD	Kindergarten Teacher	60	Home Extention Agent	60
FRCD	Headstart	60	Welfare	60
FRCD	Wife and Mother	100	Nursery School Teacher	60
FRCD	Kindergarten Teacher	60	Operate Own Nursery School	60
FRCD	Guidance Clinic	100	Social Worker	80

Declared Major Area of Study	First Choice- Most Preferred Occupation	Rate	Second Choice- Most Preferred Occupation	Rate
FNIA	Consultant Dietitian	80	Therapeutic Dietitian	80
FNIA	Hospital Dietitian	100	Administrational Dietitian	100
FNIA	Therapeutic Nutritionist	100	Food Research Specialist	100
FNIA	Hospital Dietitian	100	Consultant Dietitian	80
HEED	Vocational Home Ec. Teacher	60	Public Service Representative	60
HEED	Missionary Work	100	Teaching	100
HEED	Woman's Editor-Farm Publication	80	Reporter on Metropolitan Paper	60
HEED	Extension	60	Teacher	40
HEED	Teacher-Home Economics	80	Counselor-Child Guidance	80
HEED	Home Economics Teacher	60	Airline Hostess	60
HEED	Teaching	80	Executive in Advertising Agency	100
HEED	Home Economist with O.G.E.	80	Secondary Education Teacher	60
HEED	High School Home Ec. Teacher	100	Home Economist (Service Co.)	60
HEED	Homemaker	80	Home Economics Teacher	80
HEED	Home Economics Teacher	60	Home Economist-Utility Co.	60
HEED	Home Service Representative	60	Vocational H.E. Teacher	60
HEED	Home Ec. Teacher-High School	60	Home Economist-Utilities Indust.	60
HEED	Home Ec. Teacher	60	Rehabilitation Center	80
HEED	Voc. Home Ec. Teacher	80	Clothing Coordinator & Buyer	100
HEED	Teacher	80	Home Consultant	80
HEED	Voc. Home Ec. Teacher	80	Home Service	60
HEED	HEED	60	Vocational Teacher	60
HEED	Extension Home Economist	80	Teacher of Voc. Home Economics	60
HEED	Home Ec. Teacher	60	Head Start Supervisor	60
HEED	School Librarian	80	Voc. Home Ec. Teacher	60
HEED	Teacher	80	Extentionist	60
HMEFE	Utility Home Economist	100	Secondary Teacher Voc. HEED	80
HID	Interior Designer	60	Urban Renewal Consultant	80
HID	Mother-Wife Role	100	Home Designer Consultant	80
HID	Interior Design Consultant	80	Art Museum Curator	100
HID	Interior Design	100	Housing Specialist	100
HID	Public Housing Consultant	80	City Planning	80
HID	Housewife and Mother	100	Interior Design Shop-Part Time	80

APPENDIX H

OCCUPATIONAL TITLES RELATED TO  
OKLAHOMA STATE UNIVERSITY  
DEPARTMENTS



## OCCUPATIONAL TITLES RELATED

## TO OSU DEPARTMENTS

Clothing, Textiles and Merchandising

Advertising Account Executive (in Area of Clothing and Textiles)  
 Advertising Artist  
 Clothing Designer  
 Clothing Consultant  
 Color Coordinator  
 Consumer Consultant (in Area of Housing, Furnishings and Equipment)  
 Consumer Education Specialist (in Area of Clothing and Textiles)  
 Costume Designer  
 Department Store Buyer (in Area of Clothing and Textiles)  
 Department Store Buyer (in Area of Housing, Furnishings and Equipment)  
 Display Designer  
 Dress Pattern Designer  
 Fabrics Coordinator  
 Fashion Illustrator  
 Fashion Coordinator  
 Fashion Designer  
 Fashion Editor  
 Laundry Consultant  
 Laundry Products Specialist  
 Magazine Editor (in Area of Housing, Furnishings and Equipment)  
 Museum Curator  
 Product Developer (in Area of Clothing and Textiles)  
 Product Development Specialist (in Area of Housing, Furnishings and Equipment)  
 Product Publicity Director (in Area of Clothing and Textiles)  
 Product Publicity Director (in Area of Art)  
 Product Publicity Director (in Area of Housing, Furnishings and Equipment)  
 Research Specialist (in Area of Clothing and Textiles)  
 Research Specialist (in Area of Housing, Furnishings and Equipment)  
 Retail Store Training Specialist  
 Textile Designer  
 Textile Lab Technician  
 Utility Home Economist (in Area of Housing, Furnishings and Equipment)  
 Visual Aids Specialist (in Area of Art)  
 Sewing Center Director

Family Relations and Child Development

Child Care Specialist  
 Child Guidance Counselor  
 Community Aid Home Economist (in Area of Family Relations & Child Development)  
 Educational Materials Writer (in Area of Family Economics & Home Management)  
 Family Life Consultant  
 Guidance Counselor  
 Magazine Editor (in Area of Family Relations & Child Development)  
 Magazine Editor (in Area of Family Economics & Home Management)  
 Rehabilitation Specialist  
 Research Specialist (in Area of Family Economics & Home Management)  
 Research Specialist (in Area of Family Relations & Child Development)  
 Social Worker  
 Youth Counselor  
 Welfare Home Economist (in Area of Family Relations & Child Development)  
 Welfare Home Economist (in Area of Family Economics & Home Management)

Food, Nutrition and Institution Administration

Advertising Copywriter (in Area of Food and Nutrition)  
 Airline Food Service Supervisor  
 Armed Services Dietitian  
 Cafeteria Supervisor  
 College Food Service Director  
 Consumer Consultant (in Area of Food and Nutrition)  
 Consumer Marketing Specialist (in Area of Institution Administration)  
 Community Aid Home Economist (in Area of Food and Nutrition)  
 Dietitian  
 Educational Materials Writer (in Area of Food and Nutrition)  
 Educational Materials Writer (in Area of Institution Administration)  
 Food Chemist  
 Food Columnist  
 Food Photographer  
 Food Service Specialist  
 Food Research Specialist  
 Home Service Director  
 Hospital Dietitian  
 Industrial Food Service Manager  
 Kitchens and Equipment Editor  
 Hotel Manager  
 Institutional Feeding Specialist  
 Marketing Specialist (in Area of Food and Nutrition)  
 Newspaper Food Editor  
 Nutrition Consultant  
 Nutrition Research Specialist  
 Public Health Nutritionist  
 Publicity Director (in Area of Food and Nutrition)  
 Restaurant Chain Menu Planner  
 Research Specialist (in Area of Institution Administration)  
 School Lunch Director  
 School Lunch Consultant  
 Space Food Technologist  
 Test Kitchen Director  
 Test Kitchen Home Economist  
 Utility Home Economist (in Area of Food and Nutrition)  
 Utility Home Economist (in Area of Institution Administration)  
 Restaurant Owner

Home Economics Education

Cafeteria Supervisor  
 Child Care Specialist  
 Community Aid Home Economist (in Area of Food and Nutrition)  
 Community Aid Home Economist (in Area of Family Relations and Child Development)  
 Consumer Consultant (in Area of Food and Nutrition)  
 Consumer Consultant (in Area of Housing, Furnishings and Equipment)  
 Educational Materials Writer (in Area of Family Economics and Home Management)  
 Educational Materials Writer (in Area of Food and Nutrition)  
 Guidance Counselor  
 Home Service Director  
 Moving and Storage Consultant  
 Public Housing Consultant  
 Rehabilitation Specialist  
 School Lunch Consultant  
 School Lunch Director  
 Social Worker  
 Utility Home Economist (in Area of Family Economics and Home Management)  
 Utility Home Economist (in Area of Housing, Furnishings and Equipment)  
 Utility Home Economist (in Area of Food and Nutrition)  
 Youth Counselor

Home Management, Equipment and Family Economics

Advertising Copywriter (in Area of Housing, Furnishings, and Equipment)

Appliance Specialist

City Planning Consultant (in Area of Housing, Furnishings and Equipment)

Consumer Consultant (in Area of Family Economics and Home Management)

Consumer Consultant (in Area of Housing, Furnishings, and Equipment)

Consumer Information Specialist (in Area of Family Economics and Home Management)

Department Store Buyer (in Area of Housing, Furnishings and Equipment)

Educational Materials Writer (in Area of Family Economics and Home Management)

Equipment Designer

Family Financial Counselor

Home Lighting Consultant

Home Planning Specialist

Kitchen Planner

Laundry Consultant

Magazine Editor (in Area of Family Economics and Home Management)

Magazine Editor (in Area of Housing, Furnishings and Equipment)

Money Management Specialist

Moving and Storage Consultant

Newspaper Editor (in Area of Housing, Furnishings and Equipment)

Product Development Specialist (in Area of Housing, Furnishings and Equipment)

Product Publicity Director (in Area of Housing, Furnishings and Equipment)

Public Housing Consultant

Public Relations Executive (in Area of Family Economics and Home Management)

Rehabilitation Specialist

Research Specialist (in Area of Family Economics and Home Management)

Research Specialist (in Area of Housing, Furnishings and Equipment)

Savings Bank Home Economist

Test Kitchen Director

Test Kitchen Home Economist

Urban Renewal Consultant

Utility Home Economist (in Area of Family Economics and Home Management)

Utility Home Economist (in Area of Housing, Furnishings and Equipment)

Welfare Home Economist

Kitchens and Equipment Editor

Housing and Interior Design

Advertising Copywriter (in Area of Housing, Furnishings and Equipment)  
City Planning Consultant  
Color Coordinator  
Consumer Consultant (in Area of Housing, Furnishings and Equipment)  
Department Store Buyer (in Area of Art)  
Department Store Buyer (in Area of Housing, Furnishings and Equipment)  
Furniture Designer  
Home Lighting Consultant  
Home Planning Specialist  
Interior Decorator  
Interior Designer  
Kitchen Planner  
Magazine Editor (in Area of Housing, Furnishings and Equipment)  
Mobile Homes Designer  
Newspaper Editor (in Area of Housing, Furnishings and Equipment)  
Office Designer  
Product Development Specialist (in Area of Housing, Furnishings and Equipment)  
Product Publicity Director (in Area of Housing, Furnishings and Equipment)  
Public Housing Consultant  
Research Specialist (in Area of Housing, Furnishings and Equipment)  
Urban Renewal Consultant  
Utility Home Economist (in Area of Housing, Furnishings and Equipment)

Miscellaneous

Consumer Information Specialist (in Area of Art)  
Magazine Editor (in Area of Art)  
Package Designer (in Area of Art)  
Product Developer (in Area of Art)  
Product Publicity Director (in Area of Art)  
Public Relations Executive (in Area of Art)  
Hotel Executive Housekeeper

VITA

Brenda Byrum Woods

Candidate for the Degree of  
Master of Science

Thesis: PRESTIGE STUDY OF SELECTED OCCUPATIONS OF HOME ECONOMISTS  
IN BUSINESS

Major Field: Clothing, Textiles and Merchandising

Biographical:

Personal Data: Born in Frederick, Oklahoma, April 10, 1943, the  
daughter of Mr. and Mrs. T. P. Byrum.

Education: Graduated from Frederick High School, Frederick,  
Oklahoma, in May, 1961; attended University of Colorado in  
summer 1961; attended Texas Technological College from 1961  
to 1962; received the Bachelor of Science degree from Oklahoma  
State University in May, 1965, with a major in Clothing,  
Textiles and Merchandising; completed requirements for the  
Master of Science degree at Oklahoma State University in  
May, 1970.

Professional Experience: Executive trainee, Sanger-Harris, Dallas,  
Texas, 1965-1966; Assistant Buyer, Montgomery Ward, Dallas  
Texas, 1966-1967; Assistant Buyer, Leonards, Fort Worth,  
Texas, 1967-1968.