

NEWS VALUES AND NEWS DECISIONS  
OF HIGH AND LOW  
AUTHORITARIAN  
EDITORS

By

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NEWS VALUES AND NEWS DECISIONS  
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## PREFACE

This study is concerned with the news decision-making of editors who were ranked as either high or low in authoritarianism. The primary objective was to see if high and low authoritarian editors could be stimulated to react in significantly different manners to a group of news stories.

I express special appreciation to Dr. Walter Ward, the major advisor for this study. Dr. Ward established in earlier research many of the foundations on which this study is built. His interest in the decision-making process of newsmen stimulated me to pursue this study. His confidence in the author and aid in making the study a learning experience are invaluable.

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study would never have been possible.

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## CHAPTER I

### INTRODUCTION

The average American family annually receives approximately 26,000 newspaper pages.<sup>1</sup> The impact of that figure is greatly increased with the realization that enough material to fill 104,000 newspaper pages passes through the newsroom of a medium-sized newspaper annually. In other words, only 29 per cent of the available news is put into print.<sup>2</sup>

An enormous decision-making burden is placed on the gatekeepers who have to sort through this great volume of potential news. The growing awareness of this problem has led to numerous studies of why newsmen will transmit certain information while another newsman may keep the same information from ever appearing in a particular newspaper.

According to Bagdikian, "What the gatekeeper throws away is generally never knowable to the reader. It is as though the events reported in 80 per cent of the stories that arrive in a local newsroom never happened. This is inevitable, but it is awesome."<sup>3</sup>

#### Need for the Study

Bagdikian's dramatic description of the complexities

of the flow of news from event to information-consumer would seem to be reason enough for more research in the news-processing field.

Social critics today are giving more attention to the "pictures in peoples' minds" and the significance of those pictures than at any time in history. The sophistication of communications systems (satellite transmission of facsimile images as well as news while it is happening, etc.) has been one reason. But even more important has been the seeming pre-occupation with "image changing" techniques as reported in many books in the field of politics. This interest developed sharply after economist Kenneth Boulding offered valuable insights in his book The Image.

A higher level of journalistic performance might be the end product of such research, although it is not likely that a single study such as the present will bring that worthwhile goal.

However, as such studies multiply, a body of knowledge may evolve to help journalists play the gatekeeper role more effectively. This has been true of the accumulation of research data in such fields as psychology and sociology.

#### Purpose of the Study

While numerous gatekeeper studies have been conducted and will be reported on in Chapter II, it seems appropriate at this point to emphasize the goals of the present research.

The writer intended to present some data which would

shed light on whether belief systems of gatekeepers influence the selection of news. More specifically, it was the author's purpose to learn whether authoritarianism in the Rokeach sense plays a significant role in news selection.

### Research on Gatekeepers

The empirical concept of the gatekeeper was originated in 1943 by Kurt Lewin of the Massachusetts Institute of Technology.

Lewin established the gatekeeper concept in his study of food-purchasing habits during World War II. Even though Lewin's study was limited to food-purchasing behavior, he related his findings to social change and how it is brought about.

Lewin wrote, with seemingly great foresight:

Gate sections are governed either by impartial rules or by 'gatekeepers.' In the latter case an individual or group is 'in power' to make the decision between 'in' and 'out' of the channel toward usage. Understanding the functioning of the gate becomes equivalent then to understanding the factors which determine the decisions of the gatekeepers, and changing the social process means influencing or replacing the gatekeeper.<sup>4</sup>

Relating his theory of gatekeepers to communication, Lewin wrote, "This situation of the entering of a food in a channel toward usage holds not only true for food channels but also for the traveling of a news item through certain channels in a group ..."<sup>5</sup>

#### FOOTNOTES

<sup>1</sup>Ben Bagdikian, The Information Machines (New York, 1971), p. 184.

<sup>2</sup>Ibid., p. 90.

<sup>3</sup>Ibid., p. 90.

<sup>4</sup>Kurt Lewin, "Psychology Ecology (1943)," Field Theory in Social Science (New York, 1951), p. 186.

<sup>5</sup>Ibid., p. 187.

## CHAPTER II

### REVIEW OF LITERATURE

President John F. Kennedy once described how he envisioned the ideal editor. In a speech at the University of North Carolina he said the press needed people "educated in the liberal traditions, willing to take the long look, undisturbed by prejudices and slogans of the moment, who attempt to make an honest judgment on difficult events. [Such men] could distinguish the real from the illusory, the long range from the temporary, the significant from the petty."<sup>1</sup>

While President Kennedy described the "ideal editor," researchers into the gatekeeper function in mass communication have not been interested in creating this ideal. They have been more interested in how, rather than what makes, the editors tick.

#### Review of Gatekeeper Studies

Two studies of mass communication gatekeepers can be established as pioneer research. White was among the first to correlate Lewin's idea of gatekeepers with mass communication. White made an intensive study of one wire editor-- "Mr. Gates" -- over a one-week period.<sup>2</sup> Most gatekeeper

studies following White's pioneering efforts have been directed at describing the performances of certain levels of gatekeepers. The studies that followed in the same vein as White's research were subscribing to the first task required by Lewin: "The first diagnostic task . . . is that of finding actual gatekeepers."<sup>3</sup> These researchers, whose material will be described later in this chapter, ascertained the gatekeepers and described their roles.

Growing from the identification and description of the gatekeeper was another pioneer study in mass communication by Ward.<sup>4</sup> Ward took up the second task as outlined by Lewin in his early work: "Understanding the functioning of the gate becomes equivalent then to understanding the factors which determine the decisions of the gatekeepers . . ."<sup>5</sup> Ward, in his study to be reviewed later, described dimensions of news used by gatekeepers in their decision-making. His benchmark study grew from earlier works which established similarities in decisions of gatekeepers.

Gieber added considerable research in the identification of the gatekeeper. In 1956 he selected 16 Wisconsin daily newspapers receiving only the Associated Press wire. He found no major differences among the wire editors in their decisions on news selection and newspaper display.<sup>6</sup> Gieber concluded: "The press association has become the recommender of news to the wire editor and thus the real selector of telegraph news."<sup>7</sup>

In a 1960 study Gieber enlarged his concept of who de-



cedes whether a story is used. In his study of the handling of news on civil liberties and rights, Gieber wrote:

Thus the fate of the local news story of civil rights and liberties is not determined by the needs of the community or the mass media audience but by the demands of the reference group of which the communicator is a member or employee.<sup>8</sup>

Gieber also found evidence of group or peer pressure in a study based on the relationships between reporters and government officials in a small California community. Traditional journalism calls for a watchdog attitude in the relationship of newsmen to government officials. Gieber wrote:

Thus, the reporters, by giving up any real independence of surveillance and criticism and by allowing themselves the comfort of 'in-group' community loyalties, willy-nilly have moved into the area of collaboration with their sources.<sup>9</sup>

Gieber identified gatekeeper as

newsmen employed by a news-gathering bureaucracy; they are the sources of news outside of the news bureaucracies; they are the members of the audience. . . All these people are gatekeepers at some point.<sup>10</sup>

Findings of Danielson and Schramm support the contention that there is a consistency in news judgment. Danielson found a similarity in selection of news on six events in the 1960 presidential campaign.<sup>11</sup> Schramm's study of 21 Oregon daily newspapers showed that the flow of news between cities was related to population.<sup>12</sup>

Also involved in identifying the gatekeeper and his surroundings was Warren Breed, who in a study of 72 newsmen

placed emphasis on the influence of executives and older staff members in bringing conformity to newspaper policy.<sup>13</sup> Breed's view was that a staffer learns to anticipate what is expected of him to win rewards and avoid punishments. Breed's findings corroborate those of Gieber.

Stempel gave impetus to the moving away in gatekeeper studies from the identification-description aspects. In 1963 he made an effort to define news values which are used by gatekeepers in their decision-making. Using factor analysis in a sample of 25 afternoon newspapers, Stempel suggested the possibility of working out a definition of news values. He found agreement on six factors of news which he labelled suspense-conflict, human interest, specific incidents pinpointed in time, positive news, and government-politics.<sup>14</sup>

Ward refined Stempel's news values in a theoretical news model developed after studying news elements in 35 journalism textbooks and through interviews with ten former newsmen.<sup>15</sup> Using Louis Guttman's principles of facet analysis, or dimensional structuring, Ward conceptualized a three-dimensional news structure, involving semantically independent news elements believed to be mutually exclusive.

Six original news facets were structured as stimuli for Ward's study. They were ODDITY, PROMINENCE, PROXIMITY, TIMELINESS, CONFLICT, and SIGNIFICANCE. Following preliminary study, the six original news facets were reduced to four. PROXIMITY and TIMELINESS were dropped.

The news dimensions and their respective news elements used by Ward were NORMALTY, Oddity, Conflict, Normal; PROMINENCE, Known Principals, Unknown Principals; and SIGNIFICANCE, Impact, No Impact.

Carter used Ward's model to test city editors and reporters on five Oklahoma daily newspapers.<sup>16</sup> His findings reflected those of Ward. The hierarchy of the newsmen's choices of news elements was similar in both studies. The probable use of the news elements -- (1) Impact, (2) Oddity, (3) Known Principals, (4) Conflict -- was the same in both studies.

Carter also found little difference between evaluations of news stories by reporters and by editors. He wrote: "The overall impression is that a standard fare of news is being presented to the news consumer, no matter what level of gatekeeper is involved in the decision-making."<sup>17</sup>

Rhoades had similar results in his study of the ranking of news elements by members of wire services in Oklahoma.<sup>18</sup>

Ward's findings on news elements have been further substantiated in studies by Buckalew<sup>19</sup> and Clyde and Buckalew.<sup>20</sup>

#### Research on Authoritarianism

Even though empirical studies of the authoritarian personality grew out of anti-Semitism studies during World War II, the observation of authoritarian symptoms dates much earlier. Greenstein noted:

It is a safe assumption that the readers of Fielding's Tom Jones (1747) had no difficulty recognizing the character of Deborah Wilkins, who 'seldom opened her lips either to her master or his sister till she first sounded their inclinations, with which her sentiments were always consonant,' and of whom Fielding says, 'It is the nature of such persons. . .to insult and tyrannize over little people. This being indeed the means which they use to recompense their extreme civility and condescension to their supporters; for nothing can be more reasonable than that slaves and flatterers should exact the same taxes on all below them which they themselves pay to all above them.'<sup>21</sup>

The research which opened the way to dozens of studies on the authoritarian personality is attributed to a group of Berkeley scientists headed by T.W. Adorno, Else Frenkel-Brunswick, Daniel Levinson and Nevitt Sanford.

Sanford has explained The Authoritarian Personality as an effort to bring to bear upon the problem of social discrimination an approach that combined psychoanalytic theory of personality, clinical methods for the diagnosis of personality, and modern social-psychological devices for opinion and attitude measurement. The major contribution of the work was the empirical elucidation of the F or Authoritarian personality syndrome.<sup>22</sup>

The components of the authoritarian personality are summarized by Kirscht and Dillehay.<sup>23</sup>

The original researchers in the authoritarian personality opened the door to a wide area of research and to a wide area of criticism. Numerous authors have criticized the methodology used by the Berkeley investigators, but none has been able to destroy the concepts they developed.

Barker commented:

The first thing we can say with confidence is that the concept of an authoritarian syndrome has proven to be viable and fruitful. The ex-

pected clustering of variables does occur across groups, across time, and across geographical areas. Despite the deserved criticism of the details of the original California study, their major concepts have been confirmed.<sup>24</sup>

The most important criticism of the F scale was registered by Rokeach, who believed the F scale measured authoritarianism from only the right or conservative extreme of the political spectrum.<sup>25</sup>

In developing his concept of dogmatism and the D scale as a measure of authoritarianism, Rokeach wrote:

A first requirement, it seems to us, is to make a sharp distinction between the structure and the content of the ideological systems. A person may espouse a set of beliefs that are democratic in content. He may take a militant stand against segregation; he may advocate permissiveness in parent-child relationships; he may regard / Joseph / McCarthy as a demagogue. Yet, adherence to such beliefs, considered alone, is not necessarily a true guide of an anti-authoritarian outlook. For a person espousing such beliefs may still strike us, from the way he espouses his beliefs, as authoritarian, intolerant of those who disagree with him and closed in his mode of thought and belief.<sup>26</sup>

Stating his break from the tools used by the Berkeley group, Rokeach wrote, "To study the organization of belief systems, we find it necessary to concern ourselves with the structure rather than the content of beliefs. The ax we frankly grind is simply this: It is not so much what you believe that counts, but how you believe."<sup>27</sup>

While the Berkeley researchers listed nine subparts to authoritarianism, Rokeach offered three subparts to his concept of dogmatism:

A high degree of dogmatism appears in the form (a) of sharp distinctions between beliefs

and disbeliefs, the existence of contradictory beliefs, and little differentiation among disbeliefs; (b) a basic outlook of pessimism, fear, and concern with power; and (c) a belief in the absolute nature of authority, intolerance if anyone disagrees, and 'party-line' thinking.<sup>28</sup>

It has been determined that the Berkeley group's F scale and Rokeach's D scale are both measures of authoritarianism.<sup>29</sup>

Further substantiating the relationship of dogmatism and authoritarianism, Rokeach wrote: "Our goal is to conceive of authoritarianism in an ahistorical way so that it will be equally applicable to all stages of history and to alternative forms of authoritarianism within a given historical period."<sup>30</sup>

In other words, the researchers who have used either the F scale or the D scale are investigating the same overall concept: authoritarianism.

Kerlinger and Rokeach underlined that point: "In 1956 Rokeach presented the Dogmatism scale as an alternative to the F scale. The former was assumed to measure general authoritarianism regardless of ideological content, in contrast to the latter which, he [Rokeach] assumed, measured only the fascist form of authoritarianism." <sup>31</sup>

#### Authoritarian Personality and the Gatekeeper

Relating writings on gatekeepers that have some relevancy to research on the authoritarian personality might be helpful to the reader before the hypotheses are constructed

in the next chapter.

One concept seen very often both in the literature on gatekeepers and on the authoritarian personality is that of "outgroups."

The authoritarian aspect of personality has been described as a "tendency in the individual to be 'culturally centered,' to be rigid in his acceptance of culturally 'alike' and in his rejection of the 'unlike.'"<sup>32</sup>

The Berkeley authors continued:

Ethnocentrism / an element of the authoritarian personality / is based on a pervasive and rigid ingroup-outgroup distinction; it involves stereotyped negative imagery and hostile attitudes regarding outgroups, stereotyped positive imagery and submissive attitudes regarding ingroups, and a hierarchial authoritarian view of group interaction in which ingroups are rightly dominant, outgroups subordinate.<sup>33</sup>

Writing about outgroups from a mass communication point of view, Gieber stated:

. . . the reporters had interpreted the symbol of 'public' to apply narrowly only to a strong 'in-group' loyalty to the 'city' as opposed to the broader community. . . Indeed, the reporter would cooperate -- and did cooperate -- with the sources in suppressing or postponing publication of a story in order to protect 'the city' from the threat of outsiders.<sup>34</sup>

Greenstein's findings also relate to those of Gieber:

"The authoritarian. . . is described as being particularly sensitive to 'external agencies' and, especially, to the prevailing standards of his own social group."<sup>35</sup>

In possibly the earliest of mass communication gatekeeper studies, White wrote:

It is a well known fact in individual psychology that people tend to perceive as true only those happenings which fit into their own beliefs concerning what is likely to happen. It begins to appear. . .that in his position as 'gatekeeper' the newspaper editor sees to it. . .that the community shall hear as a fact only those events which the newsman, as a representative of his culture, believes to be true.<sup>36</sup>

Only one study could be found that investigates some of the hints provided in statements on outgroups in the literature of mass communication gatekeepers and of the authoritarian personality.

Madden attempted to relate the editor's authoritarianism to how the editor would use a story involving demonstrators. A list of stories about demonstrators was given to 28 editors on the Philadelphia Inquirer, who were asked to judge how they would use the stories in their paper. Some of the stories involved demonstrators who appeared "decent and sensible;" some involved demonstrators cast in an unfavorable light. His hypothesis was that the authoritarian editor would play higher the stories in which demonstrators were portrayed unfavorably.

His findings substantiated a claim of difference in play between high and low authoritarian editors, but the inverse of his hypothesis was found.<sup>38</sup> Editors lower in authoritarianism played higher the stories unfavorable to the demonstrators. This study differs from that of Madden by enlarging his concept of demonstrators into Outgroups. The Review of Literature has attempted to show apparent relationships among the gatekeeper, the authoritarian per-



sonality and Outgroups. The study itself attempted to shed some empirical light on the observations made by the authors cited in the Review of Literature.

## FOOTNOTES

<sup>1</sup>Gene Gilmore and Robert Root, Modern Newspaper Editing (Berkeley, 1971), p. 3.

<sup>2</sup>David Manning White, "The Gatekeeper: A Case Study in the Selection of News," People, Society and Mass Communication, ed. Lewis Dexter and David Manning White (New York, 1964).

Kurt Lewin, "Psychology Ecology (1943)," Field Theory in Social Science (New York, 1951), p. 186.

<sup>4</sup>Walter Ward, "News Values, News Situations and News Selection: An Intensive Study of Ten City Editors" (unpub. Ph.D. dissertation, University of Iowa, 1967).

<sup>5</sup>Lewin, p. 186.

<sup>6</sup>Walter Gieber, "Across the Desk: A Study of 16 Telegraph Editors," Journalism Quarterly XXXIII (1956), pp. 423-432.

<sup>7</sup>Ibid., p. 432.

<sup>8</sup>Walter Gieber, "Two Communicators of the News," Social Forces XXXIX (1960), p. 83.

<sup>9</sup>Walter Gieber, "News Is What a Newspaperman Makes It," People, Society and Mass Communication, ed. Lewis Dexter and David Manning White (New York, 1964), pp. 179-180.

<sup>10</sup>Ibid., p. 174.

<sup>11</sup>Wayne A. Danielson, "Applying Guttman Scaling to Content Analysis," (unpub. study, University of North Carolina, 1961).

<sup>12</sup>Wilbur Schramm, "Newspapers of a State as a News Network," Journalism Quarterly XXXV (1959), pp. 177-182.

<sup>13</sup>Warren Breed, "Social Controls in the Newsroom," Mass Communications, ed. Wilbur Schramm (Urbana, 1960), p. 85.

<sup>14</sup>Guido Stempel III, "An Empirical Exploration of the Nature of News," Paul J. Deutschmann Memorial Papers in Mass Communication, ed. Wayne A. Danielson, Scripps-Howard Research (Cincinnati, 1963), p. 21.

<sup>15</sup>Ward, pp. 5-7.

<sup>16</sup>L. Edward Carter, "News Values of Editors-Reporters of Five Oklahoma Newspapers" (unpub. M.S. thesis, Oklahoma State University, 1970).

<sup>17</sup>Ibid., p. 113.

<sup>18</sup>George Rhoades, "News Values and News Decisions of Selected Associated Press and United Press International Newsmen in Oklahoma" (unpub. M.S. thesis, Oklahoma State University, 1971).

<sup>19</sup>James Buckalew, "A Q-Analysis of Television News Editors' Decisions," Journalism Quarterly XXXVI (1969), pp. 135-137.

<sup>20</sup>Robert Clyde and James Buckalew, "Inter-Media Standardization: A Q-Analysis of News Editors," Journalism Quarterly XXXVII (1969), pp. 349-351.

<sup>21</sup>Fred I. Greenstein, "Personality and Political Socialization: The Theories of Authoritarian and Democratic Character," The Annals of the American Academy of Political and Social Sciences CLI (1965), p. 83.

<sup>22</sup>Nevitt Sanford, "The Approach of the Authoritarian Personality," Psychology of Personality, ed. J.L. McCary (New York, 1956), p. 314.

<sup>23</sup>John P. Kirscht and Ronald C. Dillehay, Dimensions of Authoritarianism: A Review of Research and Theory (Lexington, Ky., 1969), pp. 5-6.

<sup>24</sup>Edwin N. Barker, "Authoritarianism of the Political Right, Center, and Left," Journal of Social Issues XIX (1963), p. 72.

<sup>25</sup>Milton Rokeach, The Open and Closed Mind: Investigations into the Nature of Belief Systems and Personality Systems (New York, 1960).

<sup>26</sup>Ibid., p. 14.

<sup>27</sup>Ibid., p. 6.

<sup>28</sup>Kirscht and Dillehay, p. 11.

<sup>29</sup>Fred Kerlinger and Milton Rokeach, "The Factorial Nature of the F and D Scales," Journal of Personality and Social Psychology IV (1966), p. 398.

<sup>30</sup>Rokeach, Open and Closed Mind, p. 9.

<sup>31</sup>Kerlinger and Rokeach, p. 391.

<sup>32</sup>T.W. Adorno et al, The Authoritarian Personality (New York, 1950), p. 102.

<sup>33</sup>Ibid., p. 150.

<sup>34</sup>Walter Gieber, "News is What a Newspaperman Makes It," p. 179.

<sup>35</sup>Greenstein, p. 86.

<sup>36</sup>White, p. 390.

<sup>37</sup>Thomas Madden, "Editor Authoritarianism and Its Effect on News Display," Journalism Quarterly XXXXVIII (1971), pp. 660-666.

## CHAPTER III

### METHODOLOGY AND DESIGN

Before the methodology and design for this study were determined it was necessary to pose two crucial questions:

(1) Would the findings of Ward, Carter and Rhoades on the probable use of seven news elements be substantiated in the news decisions of a sample of four editors from California and four editors from Oklahoma?

(2) Would the authoritarian syndrome have an effect above and beyond the news elements in the selection of the news by editors?

To probe these questions, a pool of 48 news stories was designed; 12 groups of four stories each. The 12 groups represented all the possible combinations of Ward's seven news elements. Thirty-six of these stories were similar to those used in studies by Ward, Rhoades and Carter. The remaining 12 stories also were similar to those in the earlier studies, but they were altered to insert an Outgroup. The news elements, as defined by Ward, were not altered by the Outgroup insertion.

The possible combinations of news elements, and thus the titles, of the 12 categories follow: (See Appendix A for definitions of news elements.)

- (1) Known Principals, Impact and Oddity.
- (2) Known Principals, Impact and Conflict.
- (3) Known Principals and Impact.
- (4) Known Principals and Oddity.
- (5) Known Principals and Conflict.
- (6) Known Principals.
- (7) Impact and Oddity.
- (8) Impact and Conflict.
- (9) Impact.
- (10) Oddity.
- (11) Conflict.
- (12) None. (No news elements.)

Within each of these categories of four stories, one story involved a factor directly involved in the authoritarian syndrome: Outgroup. In other words, twelve of the stories had news elements plus Outgroups. For example, under the heading of Known Principals, Impact and Conflict there were three stories involving a combination of those three news elements. The fourth story involved those three news elements plus an Outgroup. The Q-sort of 48 stories is shown in Appendix C.

The editors were asked to rank each of the 48 stories on a 1-to-7 scale, 7 indicating "most likely use." Instructions for the Q-sort is shown in Appendix Q.

One other tool was used in the research. That was the Dogmatism scale as developed by Rokeach. The eight editors were administered the Dogmatism scale to determine their

levels of authoritarianism. Four were grouped as High Authoritarian; four were grouped as Low Authoritarian. The Dogmatism scale is reproduced in Appendix B; the editors' responses to the Dogmatism scale are in Appendix P.

#### Definition of Outgroups

The Berkeley researchers believed that ethnocentrism, one of the manifestations of the authoritarian syndrome,

is based on a pervasive and rigid ingroup-outgroup distinction; it involves stereotyped negative imagery and hostile attitudes regarding outgroups, stereotyped positive imagery and submissive attitudes regarding ingroups, and a hierarchial authoritarian view of group interaction in which ingroups are rightly dominant, outgroups subordinate.<sup>1</sup>

The Berkeley group also believed that the authoritarian can be described as having a tendency to be "ethnically centered" and to be rigid in his acceptance of culturally "alike" and in his rejection of the "unlike."<sup>2</sup>

The gatekeepers' "unlike" or outgroup can be found in the inverse of statistical descriptions of gatekeepers. Gatekeepers across the nation are predominantly white. In a survey of five states -- Arizona, California, Colorado, New Mexico, Texas -- with the heaviest concentration of Mexican-Americans, 5.6 per cent (81 of 1,424) of the news executives, copy editors, reporters, and photographers were of Mexican-American heritage.<sup>3</sup> Only 4.2 per cent of employees in the mass media today are black; 25 per cent of the newspapers have no black reporters.<sup>4</sup> Fewer than 1 per cent of editors and supervisors are black.<sup>5</sup>

In addition, the gatekeeper is also not young. The median age of gatekeepers on the editor level is 44; half are between 40 and 50.<sup>6</sup> The median age of the American population is about 27.<sup>7</sup>

The "alike" or ingroup of the gatekeeper on the editor level may be described as middle-aged and white. The "unlike" or outgroups may be described as non-white and young or old.

#### Sample

Four editors in California and four editors in Oklahoma were administered the Dogmatism scale shown in Appendix B and the Q-sort of 48 stories shown in Appendix C. Each of the eight editors was in a critical decision-making position on his newspaper. Although titles varied, each editor was the person who could have final say over what appeared and what did not appear in the news columns of his newspaper. Seven of the editors were white male; one editor was white female.

Each editor was assured of his anonymity in this study. The editors were told that the research involved news decision-making.

Each editor was administered the Q-sort and Dogmatism scale during regular office hours at his newspaper.

The circulations of the editors' daily newspapers ranged from 5,000 to 300,000.



## Hypotheses

The hypotheses studied in this research follow:

No. 1: The editors will show no significant difference in the probable use of news elements as found in studies by Ward, Rhoades and Carter. The rank order found in other studies, from high to low, is Impact, Oddity, Known Principals, Conflict.

No. 2: Editors high in authoritarianism will fall into a group which favors Known Principals and Conflict. This hypothesis is based on authoritarianism research which shows a tendency of authoritarians to have "submissive uncritical attitudes toward idealized moral authorities of the ingroup" and the "disposition to believe that wild and dangerous things go on in the world; the projection outward of unconscious emotional impulses."<sup>8</sup>

No. 3: High Authoritarian editors will play stories containing Outgroups significantly higher than Low Authoritarian editors.

## Analysis of Differences

Differences in probable use of news elements by the four High and Low Authoritarian editors were variance analyzed with a modified Lindquist Type III, a three-factor A-B-C mixed design with repeated measures on the type-of-editor factor.<sup>9</sup> This analysis determined the influence of each news element, or combination of elements, across both types of editors on each of the two types. The 48 news

stories were viewed as subjects in the usual type experiment. These subjects were distributed into rotating combinations of two news dimensions at a time, holding the third and fourth constant. (In this study, the Ingroup-Outgroup factor also was a dimension held constant.) Responses of a High or Low Authoritarian editor type to a particular pair of dimensions was considered a replicated response by each "subject" (news story) under different "treatments" (type of editor).

This modified design called for six multi-variate analyses as follows:

1. PROMINENCE x SIGNIFICANCE x TYPES
2. PROMINENCE x NORMALITY x TYPES
3. PROMINENCE x INGROUP-OUTGROUP x TYPES
4. SIGNIFICANCE x NORMALITY x TYPES
5. SIGNIFICANCE x INGROUP-OUTGROUP x TYPES
6. NORMALITY x INGROUP-OUTGROUP x TYPES

From the six analyses, several main effects, including interactions, could be determined. For example, from the first analysis -- PROMINENCE x SIGNIFICANCE x TYPES -- the author was able to isolate two types of between effects: (1) the difference between the probable use of Known and Unknown Principals, as well as the difference between the probable use of Impact and No Impact and (2) interactive effects of PROMINENCE and SIGNIFICANCE news dimension elements, i.e., whether the probable use of stories involving Known Principals was higher or lower if they also contained

Impact.

Within effects, in the Type III design, comprise the main effects between types of editors and the interactive effects and news elements on types of editors, i.e., whether the probable use of stories containing Known Principals or both depended on whether the editor was high or low on authoritarianism.

#### Dogmatism Scale

Form E of Rokeach's Dogmatism scale was administered to each of the eight editors in the sample. The subjects indicated disagreement or agreement with each of the 40 items on a scale ranging from -3 to +3, with the 0 point excluded in order to force responses toward disagreement or agreement. The scale converted for scoring purposes to a ~~1-to~~-7 scale by adding a neutral point of 4 to each item score.<sup>10</sup> The higher the score, the higher the level of authoritarianism as measured by the Dogmatism scale. (See Appendix B.)

After all the sample members had been administered the scale, the sample was divided into High Authoritarian and Low Authoritarian. The highest number of points possible on the Dogmatism scale was 280. The highest number accumulated in the sample was 176. The other three members of the High Authoritarian group scored 165, 148, and 148. The lowest score on the Dogmatism scale in the sample was 93. The other Low Authoritarian scores were 113, 126, and 129.

Each authoritarian type comprised two Oklahoma editors and two California editors. (See Appendix P.)

### Analysis of Similarities

Seven Spearman rho correlations were run between findings in this study and between findings in this study and earlier studies by Ward, Carter, and Rhoades.

The correlations were made to determine probable use of the news elements between (1) High Authoritarian and Low Authoritarian editors; (2) Oklahoma and California editors; (3) Low and High Authoritarian editors combined and the two hierarchies of news elements found by Carter; (4) Low and High Authoritarian editors combined and the wire service gatekeepers studied by Rhoades; and (5) Low and High Authoritarian editors combined and the two hierarchies of news elements determined in Ward's research.

Rank orders were determined by listing, from highest to lowest, the means for the 12 possible combinations of news elements.

To determine actual differences and similarities in the choosing of individual stories by the two types of editors, consensus scores were figured on each of the 48 stories in the Q-sort. A difference of more than one positive or negative z score (standard score) indicated that there was a substantial difference in the probable use of a story by the two types of editors. A standard score of more than positive one indicated that the story was preferred by

High Authoritarian editors. A standard score of more than minus one indicated that the story was substantially favored by the Low Authoritarian editors.

## FOOTNOTES

<sup>1</sup>T.W. Adorno et al., The Authoritarian Personality (New York, 1950), p. 150.

<sup>2</sup>Ibid., p. 102.

<sup>3</sup>Donald W. Carson, "Jobs," The Arizona Journalist IV (1971), p. 4.

<sup>4</sup>Woody Klein, "Racial Crisis in America," Mass Media: Forces in Our Society, ed. Francis and Ludmila Voelker (New York, 1972), p. 261.

<sup>5</sup>Report of the National Advisory Commission on Civil Disorders (New York, 1968), p. 384.

<sup>6</sup>Ben Bagdikian, The Information Machines (New York, 1971), pp. 106-107.

<sup>7</sup>Ibid.

<sup>8</sup>John P. Kirscht and Ronald C. Dillehay, Dimensions of Authoritarianism: A Review of Research and Theory (Lexington, Ky., 1969), pp. 5-6.

<sup>9</sup>E.F. Lindquist, Design and Analysis of Experiments in Psychology and Education (Boston, 1956), pp. 281-285.

<sup>10</sup>Harold A. Korn and Norman S. Gidden, "Scoring Methods and Construct Validity of the Dogmatism Scale," Education and Psychological Measurement XXV (1964), p. 869.

## CHAPTER IV

### SIMILARITIES AMONG NEWSMEN'S JUDGMENTS

This chapter is concerned with the similarities in selection of news elements by Low Authoritarian and High Authoritarian editors. It also investigates similarities in selection of news elements between the editors in this study and gatekeepers who were administered similar Q-sorts by Ward, Rhoades, and Carter.

#### Correlations

Seven Spearman rho correlations were run to determine similarities in rank ordering of the news elements between (1) High Authoritarian and Low Authoritarian editors; (2) Oklahoma and California editors; (3) Low Authoritarian and High Authoritarian editors combined and the two hierarchies of news elements found by Carter; (4) Low Authoritarian and High Authoritarian editors combined and the wire service gatekeepers studied by Rhoades; and (5) Low and High Authoritarian editors combined and two hierarchies of news elements determined in Ward's research.

Rank orders were determined by listing, from highest to lowest, the means for the 12 possible combinations of news elements.

Low Authoritarian Hierarchy  
of News Elements

Table I shows that Low Authoritarian editors placed more emphasis on stories containing some combination of Known Principals, Impact, and Oddity. Three of the top four rankings are combinations of these elements.

The Oddity-Known Principals-Impact story concerning the power blackout caused by an accumulation of cockroaches received a probable use mean of 6.25. A probable use mean of 7.00 was the highest possible. This high probable use mean reflected the attraction to the Low Authoritarian editors of stories containing a combination of Known Principals, Impact, and Oddity. The power of the combination of two of these elements was seen in the Oddity-Impact story about the fire station blaze. This Oddity-Impact story received a probable use mean of 5.75 from the Low Authoritarian editors. A Known Principals-Impact story about the atom smasher site received a probable use mean of 5.75 from the Low Authoritarian editors. Stories' probable use means by types of editors is in Appendix S.

With the exception of Oddity-Known Principal stories, all stories containing some combination of Oddity, Known Principals, and Impact received probable use rankings of 4.00 or above. A probable use rating of less than 4.00 indicated a tendency not to use or to play down the story.

The Oddity-Known Principals exception has been established in earlier studies. The Low Authoritarian editors



TABLE I  
HIERARCHY OF NEWS ELEMENTS

News Elements	Rank by High Auth.	Mean of High Auth.	Rank by Low Auth.	Mean of Low Auth.
C-KP-I	1	5.25	1	5.63
O-KP-I	7	3.94	2.5	5.13
O-I	4	4.31	2.5	5.13
KP-I	3	4.75	4	4.81
I	2	5.00	5	4.56
O	9	3.81	7.5	3.75
C-KP	5.5	4.25	7.5	3.75
KP	11	3.50	9	3.44
O-KP	8	3.88	10.5	3.06
C	10	3.56	10.5	3.06
N	12	1.31	12	1.38

C=Conflict; KP=Known Principals; O=Oddity; I=Impact; N=None

followed the tendency not to play up stories containing a combination of Known Principals and Oddity elements. In fact, stories containing Oddity and Known Principals were tied for the next-to-last position in the news element hierarchy.

Oddity-Known Principal stories about the two-headed calf and the mayor's hole-in-one were given probable use marks below the mid-point in the Q-sort 7-point scale, with the calf story receiving a probable use mean of 3.00 and the hole-in-one receiving a 2.25.

The Low Authoritarian editors tended to play down stories containing Conflict, except when Conflict was combined with both Known Principals and Impact. In fact, Conflict alone was tied with Oddity-Known Principals for the next-to-last position in the hierarchy.

The power of Known Principals and Impact in combination with Conflict can be seen in the story about the mayor election. All three of these elements combined to receive a probable use mean of 6.25 for the election story. Conflict in combination with Known Principals and Impact was most highly favored by Low Authoritarian editors, ranking in the first position on the Low Authoritarians' news element hierarchy.

In contrast, Conflict alone or Conflict in conjunction with single news elements did not greatly attract the Low Authoritarian editors. Three of the four Conflict-Impact stories received probable use means below 4.00, signifying

a tendency to play down the story. The story about the vandals with spray paint received a probable use mean of 3.50, and the stories about a potential rabies outbreak and the rustling of cattle both received probable use means of 3.25.

Two of the Conflict-Known Principals stories received probable use means of less than four. The story about the theft received a 2.90 probable use mean, and the story about the mayor's pending divorce received a 3.75.

Stories containing only Conflict attracted even less of the Low Authoritarian editors' attention. All four Conflict stories received probable use means of less than 4.00.

Stories containing either Conflict alone or Conflict in combination with one other news element clustered near the bottom of the Low Authoritarian editors' hierarchy of news elements. Conflict-Impact and Conflict-Known Principals tied for the 7.5 position in the hierarchy, and Conflict alone was at the 10.5 position.

The Low Authoritarian editors' giving Conflict-Known Principals-Impact stories the top position in their hierarchy of news elements is consistent with earlier studies. In four of the five hierarchies of news elements developed by Ward, Rhoades and Carter, the combination of Conflict, Known Principals, and Impact hold the top position. See Appendix R.

In all five hierarchies determined in earlier research,

the three top positions are some ordering of Conflict-Known Principals-Impact, Oddity-Known Principals, or Oddity-Impact.

The top three positions in the Low Authoritarian editors' hierarchy of news elements are in basic agreement with the hierarchies of earlier studies.

The last three positions in the Low Authoritarian editors' hierarchy of news elements are in basic agreement with the five hierarchies established by Ward, Rhoades, and Carter. In all but one of the hierarchies (Carter's Generalized), the last three positions in the rankings are some order of Conflict, Oddity-Known Principals, or Known Principals.

The Low Authoritarian editors' hierarchy of news elements also agreed with earlier studies on ranking Impact as the strongest single news element.

#### High Authoritarian Hierarchy of News Elements

Table I shows the rank of news elements by High Authoritarian editors.

As with the Low Authoritarian editors, the combination of Conflict, Known Principals, and Impact was rated highest by the High Authoritarian editors. Even though both groups of editors favored Conflict-Known Principals-Impact, the Low Authoritarian editors had a higher probable use mean for the combination of those news elements. The Low

Authoritarian editors' probable use mean was 5.63, while the High Authoritarian editors' probable use mean was 5.25. This difference was also reflected in the probable use means for the individual stories in the Q-sort. The Low Authoritarian editors' highest probable use mean for an individual story was 6.25. The High Authoritarian editors' highest probable use mean for an individual story was 5.75. A 5.75 probable use mean was given to a Conflict-Known Principals-Impact story concerning the possible closing of a local rubber company.

The High Authoritarian editors placed much greater emphasis on the individual Impact element than did the Low Authoritarian editors. The High Authoritarian editors ranked Impact as the second most favored news element or combination of news elements. A probable use mean of 5.75 was given the Impact story about the urban planning grant. The probable use mean for each of the Impact stories was greater for the High Authoritarian editors than for the Low Authoritarian editors. (See Appendix S.)

The hierarchy of news elements by the High Authoritarian editors was generally similar to the hierarchies of earlier studies. The major difference was the high probable use of Impact. The highest ranking received by Impact in earlier studies was 4.

### Low and High Authoritarian

#### Hierarchies Compared

To determine the over-all similarity in the probable use of the news elements by the two types of editors, a Spearman rho correlation was run. A rho of .84 was found. The similarity between the two groups' hierarchies of news elements would occur by chance less than 5 times in 1,000, a high level of agreement between the two types of editors.

Even though there was some variation in the rankings of the news elements by the two types of editors, this high correlation showed that they tended to agree over-all on their relative probable use of the news elements.

### California and Oklahoma Editors'

#### Hierarchies Compared

Since four of the editors came from Oklahoma and four from California, the hierarchies of the California and Oklahoma editors were compared for differences or agreement in selection of news elements.

The Oklahoma and California editors' probable use of the news elements is in Appendix R.

A Spearman rho correlation of .89 between the Oklahoma and California editors' relative probable use of news elements showed a high degree of similarity in their preferences for news elements. A rho of .89 is significant at the .005 level, meaning that the similarity between the rankings could happen by chance only 5 times in 1,000.

### Previous Studies' Hierarchies

To further test the similarities in editors' probable use of the news elements, the probable use of the news elements of all eight editors in this study was correlated with the hierarchies of news elements determined by Ward, Rhoades, and Carter. (See Hierarchy of News Elements of Low and High Authoritarian Editors combined in Appendix R.)

### Carter's Hierarchies of News Elements

The hierarchy of news elements of the eight editors in this study was compared with the hierarchy found by Carter in his study of gatekeepers' selection of stories involving names and places found in the gatekeepers' hometowns. This he called his localized sort. (See Appendix R.) A rho of .78 was found when his localized sort was compared with the eight editors' hierarchy in this study. Again, such a similarity between the rankings would occur by chance only 5 times in 1,000.

Carter had one other hierarchy in his study. That hierarchy involved the gatekeepers' selection of news stories with names and places unfamiliar to the gatekeepers. Carter called this his generalized sort, recounting events in the mythical town of Middleport, U.S.A. (See Appendix R.) He was attempting to show that news elements are more salient to news judgment than are the specifics of story topics.

A rho of .70 was found when Carter's generalized sort was correlated with the combined Low and High Authoritarian

editors' hierarchy. Even though this rho of .70 was the lowest found in this study, it was still significant at the .01 level, meaning that a correlation this high could happen by chance only 1 time in 100.

#### Rhoades' Hierarchy of News Elements

Rhoades compiled a hierarchy of news elements that showed the probable use of news elements by Oklahoma newsmen working for the Associated Press and United Press International. (See Appendix R.) A correlation of .91 was found when Rhoades hierarchy was compared with that of the eight editors in this study. This rho of .91 was the highest found in this study. A rho of .91 is significant at the .005 level. This indicated an exceptionally high level of agreement between the editors in this study and the wire service personnel Rhoades tested.

#### Ward's Hierarchies of News Elements

Ward also has a hierarchy of news elements he found in his work with editors on ten newspapers. (See Appendix R.) A rho of .77 was found when Ward's hierarchy was correlated with the hierarchy of the eight editors in this study. A rho of .77 is significant at the .005 level.

In Ward's later research, there is a "third theoretical" editor, created from information he had gathered about the way several gatekeeper groups made decisions. The "third theoretical" editors is an "average" of news de-



cisions made in five studies. (See Appendix R.) A rho of .81 was found when Ward's "third theoretical" editor was compared with the hierarchy of the eight editors in this study. A rho of .81 is significant at the .005 level. The .81 correlation between the "third theoretical" editor and editors in this study is higher than correlations between the "third theoretical" editor and gatekeepers in earlier studies.

### Summary

The thrust of these correlations tended to substantiate claims by researchers that gatekeepers appear to be similar in their probable use of news elements.

The probable use of news elements differed between the Low Authoritarian editors and High Authoritarian editors in two primary areas. The High Authoritarian editors showed a greater preference than Low Authoritarian editors for stories containing only the Impact news element. Impact was ranked second by the High Authoritarian editors and fifth by the Low Authoritarian editors. Another difference was the relative probable use of stories containing Oddity, Known Principals, and Impact. The High Authoritarian editors ranked the combination of Oddity, Known Principals, and Impact in the seventh position, while the Low Authoritarian editors had it tied for the second position.

The probable use of the eight editors in this study correlated highly with the hierarchies of news elements

determined in earlier studies. There were, however, two areas of disagreement. The eight editors in this study rated the Impact news element higher than did the gatekeepers used in the studies by Ward, Rhoades, and Carter. Earlier researchers had found that the combination of Oddity, Known Principals, and Impact were ranked in one of the top three positions of the hierarchies of news elements. The eight editors in this study ranked the combination of Oddity, Known Principals, and Impact in the fifth position.

The editors in this study and the gatekeepers in earlier studies differed only slightly in the relative probable use of the individual news elements. All ranked Impact as the most attractive single news element. They also agreed that Oddity was next in line. The differences rested on Known Principals and Conflict. Although Known Principals and Conflict were always ranked near the bottom of the hierarchies, the six groups of newsmen split 3-3 on whether Known Principals or Conflict would come higher in the hierarchy.

#### Consensus Items

To determine actual differences and similarities in the choosing of individual stories by the two types of editors, consensus scores were figured on each of 48 stories in the Q-sort. A difference of more than one positive or negative z-score (standard score) indicated that there was a substantial difference in the probable use of a story by the two

types of editors. A standard score of more than positive one indicated that the story was preferred by High Authoritarian editors. A standard score of more than minus one indicated that the story was substantially favored by the Low Authoritarian editors.

Standard scores shown in Appendix S indicated that the types of editors disagreed substantially on only five of the stories in the Q-sort of 48 stories.

#### Top-Played Consensus Items

The top-played consensus items in Table II contained three stories which had a combination of Conflict, Known Principals, and Impact news elements. The combination of Conflict, Known Principals, and Impact news elements was also ranked highest in the eight editors' hierarchy of news elements. (See Appendix R)

Agreement on top play for three of the four Conflict-Known Principals-Impact stories available indicated the strength of attraction to the eight editors of this combination of news elements.

Impact alone or in conjunction with other news elements was evident in each of the five top-played consensus items. The play of these consensus items tended to support the eight editors' hierarchy of news elements. Conflict-Known Principals-Impact, Oddity-Impact, and Oddity are ranked in three of the top four spots in the eight editors' hierarchy of news elements.

TABLE II  
 MOST PROBABLE USE CONSENSUS  
 ITEMS BY ALL EDITORS

---

News Elements	Item Description	Mean Standard Score
C-KP-I	Burns, Adams in Mayor Runoff	+1.51
O-I	Blaze Guts Fire Station	+1.41
C-KP-I	University President Quits	+1.31
I	City to Get Urban Grant	+1.31
C-KP-I	Rubber Company May Close	+1.21

I=Impact; KP=Known Principals; C=Conflict; O=Oddity; N=None

---

Stories involving Conflict alone or Conflict in conjunction with one other news element was not favored by the eight editors. The editors agreed in their low playing of these stories.

#### Low-Played Consensus Items

Stories which would not be used or would receive the lowest play by the eight editors are shown in Table III.

Stories containing no news elements or Known Principals received the least favorable reactions from the editors. This low estimation of Known Principals was reflected in the editors' hierarchy of news elements. Known Principals was ranked near the bottom of the hierarchy.

Agreement by the editors to play down stories containing only Known Principals was further evidenced in the mean standard scores in Appendix S. The Known Principals stories about the local minister (mentioned in Table III), the local man getting the city manager's job, and the commencement speaker all had negative mean standard scores. A negative mean standard score indicated a tendency to play down the story or not to use it at all.

The same tendency was seen with stories containing Conflict alone. All four of the Conflict stories received negative mean standard scores. Oddity-Prominence stories also received negative mean standard scores.

TABLE III  
LEAST PROBABLE USE CONSENSUS  
ITEMS BY ALL EDITORS

---

News Elements	Item Description	Mean Standard Score
N	Polka Club Dance Set	-2.29
N	First Horse Entered at Fair	-2.09
N	Biologist Named	-2.09
N	Black Counselors to Tour	-1.99
P	Minister Named to Board	-1.19

---

### Difference Items

The eight editors disagreed on the relative probable use of only five stories. In other words, the editors agreed on the probable use of 43 stories in the Q-sort. On the remaining five stories in the Q-sort, the difference in the ratings by the editors was substantial enough to be viewed as disagreement. The five stories are shown in Table IV.

The types of editors did not disagree on enough stories to make some sort of trend readily evident. But, it can be inferred from Table V that Low Authoritarian editors showed a tendency to prefer stories containing a combination of Oddity and Impact.

### Summary

The types of editors showed little difference in probable use of 43 of the 48 stories in the Q-sort. There was substantial disagreement on only five stories.

The items on which the eight editors tended to agree and rank highest showed a preference for stories containing Conflict, Known Principals, and Impact. This preference had been established in the hierarchy of news elements of the eight editors.

Items on which the editors agreed and ranked the lowest also reflected earlier findings in the hierarchy of news elements. The editors tended to rate lowest stories containing no news elements or Known Principals.

TABLE IV  
 ITEMS MORE HIGHLY ACCEPTED  
 BY TYPES OF EDITORS

---

Stories More Highly Accepted by Low Authoritarian Editors		
News Elements	Item Descriptions	Average Mean Score Difference
OPI	Cockroaches Cause Power Failure	1.80
OPI	Computer Catnaps, Overcharges Residents	1.20
C	6 Die in Christmas Traffic Accidents	1.20
OI	Santa Claus Is Convicted	1.00

---

Stories More Highly Accepted by High Authoritarian Editors		
OP	Mayor Shoots Hole-In-One	1.03

---



Over-all, the editors were quite similar in their probable use of the individual stories in the Q-sort.

## CHAPTER V

### DIFFERENCES IN NEWS JUDGMENTS: BETWEEN

### NEWS ELEMENTS AND BETWEEN HIGH AND

### LOW AUTHORITARIAN EDITORS

The first part of this chapter deals with all eight editors' probable use of the news dimension elements. The analyses in this part of the chapter were aimed at determining if there were significant differential effects caused by the news dimension elements.

The second part of the chapter deals with the differences between the Low Authoritarian and High Authoritarian editors in their probable use of the news elements in the Q-sort of 48 stories.

Differences in probable use of news elements by the four High and four Low Authoritarian editors were variance analyzed with a modified Lindquist Type III, three-factor A-B-C mixed design with repeated measures on the type-of-editor factor.<sup>1</sup>

This analysis determined the influence of each news element, or combination of news elements, across both types of editors and on each of the two types. The 48 news stories were viewed as subjects in the usual type experiment.

These stories were distributed into rotating combinations of two news dimensions at a time, holding the third and fourth constant. (In this study, the Ingroup-Outgroup factor was also a dimension held constant.) Responses of a High or Low Authoritarian editor type to a particular pair of dimensions was considered a replicated response by each "subject" (news story) under different "treatments" (type of editor).

This modified design called for six multi-variate analyses as follows:

1. PROMINENCE x SIGNIFICANCE x TYPES
2. PROMINENCE x NORMALITY x TYPES
3. PROMINENCE x INGROUP-OUTGROUP x TYPES
4. SIGNIFICANCE x NORMALITY x TYPES
5. SIGNIFICANCE x INGROUP-OUTGROUP x TYPES
6. NORMALITY x INGROUP-OUTGROUP x TYPES

From the six analyses, several main effects, including interactions, could be determined. For example, from the first analysis -- PROMINENCE x SIGNIFICANCE x TYPES -- the author was able to isolate two types of between effects: (1) the difference between the probable use of Known and Unknown Principals, as well as the difference between the probable use of Impact and No Impact, and (2) interactive effects of PROMINENCE and SIGNIFICANCE news dimensions elements; i.e., whether the probable use of stories involving Known Principals was higher or lower if they also contained Impact.

Within effects, in the Type III design, comprise the main effects between types of editors and the interactive effects of news elements of types of editors; i.e., whether the probable use of stories containing Known Principals or Impact or both depended on whether the editor was high or low in authoritarianism.

Table V contains High and Low Authoritarian editors' mean probable use of each news element, or combination of elements, involving Ingroups and Outgroups. Statistics for each of the six analyses were taken from Table V.

#### Tests of Research Questions

1. Was there a difference in the editors' probable use of Impact and No Impact stories?

Appendices J, M, and O show an F-ratio of 40.38 for Impact, No Impact news elements. The probability of differences as large as those observed in the means in Table VI would happen by chance less than once in 100 times.

Mean probable use scores, as shown in Table VI, are Impact, 4.68, and No Impact, 3.32. Since the Impact mean is higher and the F-ratio table indicates that the difference between the two is significant at the .01 level, the interpretation is that the eight editors significantly preferred Impact stories over stories without this news element.

TABLE V  
 MEAN PRIORITIES OF NEWS ELEMENTS  
 BY TYPES OF EDITORS

		<u>GROUPS</u>												
		Out groups						Ingroups						
		<u>PROMINENCE</u>												
		Known Principals			Unknown Principals			Known Principals			Unknown Principals			
		<u>NORMALITY</u>												
		Odd.	Con.	Norm.	Odd.	Con.	Norm.	Odd.	Con.	Norm.	Odd.	Con.	Norm.	
<u>SIGNIFICANCE</u>	Impact	High A	5.00	4.50	5.00	4.25	3.50	5.75	4.08	5.50	4.67	4.33	3.83	4.75
	Low A	3.50	5.00	4.00	5.50	3.75	5.50	5.17	5.83	5.08	5.00	3.83	3.18	
No Impact	High A	4.25	3.50	3.50	4.25	3.25	1.25	3.75	4.50	3.50	4.25	3.69	1.33	
	Low A	3.50	2.50	4.00	4.75	2.75	1.75	2.92	4.17	3.25	4.25	3.17	1.25	
		Means	4.07	3.88	4.13	4.69	3.31	3.56	3.98	5.00	4.13	4.46	3.63	2.63

TABLE VI  
 MEAN PROBABLE USE OF SIGNIFICANCE  
 AND PROMINENCE NEWS ELEMENTS  
 ACROSS ALL EIGHT EDITORS

	<u>SIGNIFICANCE</u>		
	Impact	No Impact	Means
<u>PROMINENCE</u>			
Known Principals	4.92	3.65	4.29
Unknown Principals	4.43	2.99	3.71
Means	4.68	3.32	4.00

2. Was there a difference in the editors' probable use of stories containing Known Principals and Unknown Principals?

Information in Appendices K, L, and M shows an F-ratio for Known, Unknown Principals of 7.23, which is significant at the .05 level. A difference as large as those between the PROMINENCE mean scores in Table VI would occur by chance less than 5 times in 100.

In Table VI, the mean probable use of Known Principals is 4.29 and for Unknown Principals, 3.71. The higher mean shows a preference for stories containing Known Principals.

3. Was there a difference in the editors' probable use of stories comprising Oddity, Conflict, and Normal news elements?

Referring to Appendices J, K, and O, the answer is yes. The F-ratio of 3.65 is significant at the .05 level,

indicating that difference among the mean probable use of Oddity, Conflict, and Normal, as shown in Table VII, would happen by chance only 5 times in 100.

TABLE VII  
MEAN PROBABLE USE OF NORMALITY AND  
GROUPS NEWS ELEMENTS ACROSS  
ALL EIGHT EDITORS

	NORMALITY			Means
	Oddity	Conflict	Normal	
<u>GROUPS</u>				
Outgroups	4.38	3.60	3.85	3.94
Ingroups	4.22	4.30	3.51	4.01
Means	4.30	3.95	3.68	3.98

The F-table indicates that the mean priorities for Oddity, 4.30; Conflict, 3.95; and Normal, 3.68, were significantly different. But, this showed only that there was a difference between the highest -- Oddity -- and the lowest -- Normal.

A gap test showed significant differences between all three, in the order of Oddity, Conflict, and Normal.

4. Was there a difference in the editors' probable use of stories containing references to Outgroups and Ingroups?

Information in Appendices L, N, and O shows an F-ratio for Outgroups-Ingroups of less than one. Differences between the mean probable use for stories comprising the different groups (Outgroups, 3.94; Ingroups, 4.01) are no larger than would have been expected had "neutral" groups been involved. There appears to be no preference for stories with Outgroups over stories with Ingroups.

5. Was the probable use of Impact differentially affected in its combination with Oddity, Conflict, or Normal news elements?

This question concerns whether the probable use of a news element of one dimension depends on its combination with an element in another dimension. For example, would the probable use of Impact be greater if Oddity were involved than if Impact stood alone?

The 5.87 F-ratio for SIGNIFICANCE and NORMALITY in Appendix J is significant at the .01 level. This means that this relationship would happen by chance 1 time in 100.

In Table VIII Impact is played higher with Normal than with either Conflict or Oddity. The 4.79 mean for Impact-Normal signifies a significant level of interaction of those elements. Since Normal is the absence of Oddity or Conflict, it can be inferred that Impact alone is preferred over Impact interacting with either Oddity or Conflict.

No Impact with Oddity (3.89) and No Impact with Con-



flict (3.66) were preferred more highly than No Impact with neither Oddity nor Conflict (2.41). This can be interpreted to mean that Conflict and Oddity were preferred alone by the editors more than they were preferred in conjunction with Impact.

TABLE VIII  
MEAN PROBABLE VALUES OF NORMALITY  
AND SIGNIFICANCE NEWS ELEMENTS  
ACROSS ALL EIGHT EDITORS

	NORMALITY			Means
	Oddity	Conflict	Normal	
<u>SIGNIFICANCE</u>				
Impact	4.63	4.61	4.79	4.68
No Impact	3.89	3.66	2.41	3.32
Means	4.26	4.14	3.60	4.00

Impact-Oddity (4.63) was preferred over Impact-Conflict (4.61), but not to a significant degree. No Impact-Oddity (3.98) was preferred over No Impact-Conflict (3.66), but not to a significant degree.

6. Was the probable use of Known Principals differentially affected by its combination with Oddity, Conflict, or Normal news elements?

As shown in Appendix K, the F-ratio of 6.55 for PROMINENCE and NORMALITY is significant at the .01 level. This means that the difference in probable use of different combined levels of two dimensions would occur by chance less than once in 100 comparable samples of news stories.

Table IX shows Unknown Principals-Oddity (4.52) is played higher than Unknown Principals-Conflict (3.55). A preference for Known Principals in conjunction with Conflict (4.72) over Known Principals-Oddity (4.00) is also noted. This can be interpreted as meaning that the editors preferred stories with Known Principals alone over stories containing both Known Principals and Oddity. But, the editors preferred stories containing both Conflict and Known Principals over stories containing either element alone. These peculiar interactions have been found in previous studies.

A combination of Known Principals-Normal (4.13) is significantly preferred over the Known Principals-Oddity combination (4.00). This tends to substantiate the earlier finding that these editors would prefer a story containing Known Principals in a Normal situation rather than Known Principals in an Oddity situation.

Unknown Principals-Oddity (4.52) is significantly preferred over the combination of Unknown Principals-Normal (3.07). This means that the editors preferred stories with at least Oddity more than stories which contain no news elements.

There was no significant preference for the combination

of Conflict with Known or Unknown Principals over the combination of Normal with Unknown or Known Principals.

TABLE IX  
MEAN PROBABLE USE OF NORMALITY AND  
PROMINENCE NEWS ELEMENTS ACROSS  
ALL EIGHT EDITORS

	NORMALITY			Means
	Oddity	Conflict	Normal	
<u>PROMINENCE</u>				
Known	4.00	4.72	4.13	4.29
Unknown	4.52	3.55	3.07	3.71
Means	4.26	4.14	3.60	4.00

#### Insignificant Interactions

Four combinations of news dimensions were not significant. There was no significant interaction between SIGNIFICANCE and PROMINENCE, GROUPS and NORMALITY, GROUPS and PROMINENCE, and GROUPS and SIGNIFICANCE. These insignificant interactions indicated that the editors preferred the news elements alone more than they did in conjunction with the other news elements in that particular paradigm.

High Authoritarian-Low Authoritarian  
Comparison

The next section is concerned with the types of editors, High and Low Authoritarian. The researcher sought to determine if there were any significant differences in the probable use of the news elements by the types of editors.

1. Was there a difference in the way High Authoritarian and Low Authoritarian editors selected stories containing SIGNIFICANCE?

Table X illustrates the priority given by the editors of the stories containing SIGNIFICANCE news elements.

TABLE X  
MEAN PROBABLE USE OF SIGNIFICANCE  
NEWS ELEMENTS BY TYPES

<u>TYPES</u>	<u>SIGNIFICANCE</u>		
	Impact	No Impact	Means
High Authoritarian	4.52	3.46	3.99
Low Authoritarian	4.84	3.18	4.01
Means	4.68	3.32	4.00

Appendices J, M, and O show F-ratios of 27 for TYPES-SIGNIFICANCE. The high F-ratio is significant at the .01 level, meaning that the differences in the means in Table X could have happened by chance only once in 100 times.

Since the Low Authoritarian editors had a higher Impact mean in Table X, it can be assumed that the editors who ranked as Low Authoritarian preferred stories containing Impact more greatly than did editors who ranked as High Authoritarians. The Low Authoritarian mean was 4.84 as opposed to the High Authoritarian mean of 4.52.

In the No Impact column of Table X, differences between the two types' mean scores should also be noted. The High Authoritarian editors' mean for No Impact was 3.18. The High Authoritarian editors ranked No Impact stories more highly than did the Low Authoritarian editors, but the High Authoritarian editors preferred Impact over No Impact in giving a 4.52 mean for Impact and a 3.48 mean for No Impact.

2. Was there a difference in the way High and Low Authoritarian editors selected stories containing PROMINENCE?

As noted in Appendices K, L, and M, the F-ratio for TYPES-PROMINENCE is less than one. Since the relationship is not significant, the differences in the means in Table XI could have happened by chance.

TABLE XI  
MEAN PROBABLE USE OF PROMINENCE  
NEWS ELEMENTS BY TYPES

<u>TYPES</u>	<u>PROMINENCE</u>		
	Known Principals	Unknown Principals	Means
High Authoritarian	4.77	3.71	4.24
Low Authoritarian	4.31	3.71	4.01
Means	4.54	3.71	4.13

3. Was there a difference in the way High and Low Authoritarian editors selected stories containing NORMALITY?

F-ratios of 7.38 in Appendices J, K, and N for TYPES-NORMALITY are significant at the .01 level. This means that the differences in the probable use means in Table XII could have happened by chance only once in 100 times.

A preference by Low Authoritarian editors for stories containing Oddity is shown in Table XII. The Low Authoritarian editors' mean for Oddity stories was 4.51, while the High Authoritarian editors' Oddity mean was 4.08.

Conflict and Normal news elements were preferred by High Authoritarian editors. Table XII shows a Conflict mean of 4.07 for High Authoritarian editors and 3.83 for Low Authoritarian editors. High Authoritarian editors had

a mean of 3.72 for Normal while Low Authoritarian editors had a mean of 3.64.

TABLE XII  
MEAN PROBABLE USE OF NORMALITY  
NEWS ELEMENTS BY TYPES

<u>TYPES</u>	<u>NORMALITY</u>			
	Oddity	Conflict	Normal	Means
High Authoritarian	4.08	4.07	3.72	3.96
Low Authoritarian	4.51	3.83	3.64	3.99
Means	4.30	3.95	3.68	3.98

4. Was there a difference in the way Low and High Authoritarian editors selected stories containing GROUPS?

As shown in Appendices L, N, and O, the F-ratio for TYPES-GROUPS is less than one, meaning that the differences in the probable use means in Table XIII could have happened by chance rather than by research design.

In other words, the concept of Outgroups and Ingroups in the stories did not greatly affect the choices of the editors. The small differences in the probable use means in Table XIII underscores the lack of significance.

TABLE XIII  
 MEAN PROBABLE USE OF GROUPS  
 NEWS ELEMENTS BY TYPES

<u>TYPES</u>	<u>GROUPS</u>		
	Outgroups	Ingroups	Means
High Authoritarian	3.90	4.01	3.96
Low Authoritarian	3.96	4.00	3.98
Means	3.93	4.01	3.97

### Interactions

The next section analyzes the attraction of a combination of more than one news element to the types of editors. In other words, the analyses will show whether a combination of news elements is more attractive to one type of editor than the combination is to the other type of editor.

Only two of the interactions of news elements were significant, indicating some significant preference for a combination of news elements by one of the types of editors. The combinations which were not significant were GROUPS-NORMALITY, GROUPS-SIGNIFICANCE, PROMINENCE-NORMALITY, and GROUPS-PROMINENCE.

5. Was there a difference in the probable use by Low and High Authoritarian editors on SIGNIFICANCE-PROMINENCE?



The 11.75 F-ratio in Appendix M is significant at .01 level, meaning that the differences in the mean priorities in Table XIV would happen by chance only once in 100 times.

TABLE XIV  
MEAN PROBABLE USE OF SIGNIFICANCE  
AND PROMINENCE NEWS ELEMENTS  
BY TYPES

<u>TYPES</u>	<u>SIGNIFICANCE</u>				<u>Means</u>
	<u>Impact</u>		<u>No Impact</u>		
	<u>Known</u>	<u>Unknown</u>	<u>Known</u>	<u>Unknown</u>	
High Authoritarian	4.65	4.38	3.88	3.04	3.99
Low Authoritarian	5.19	4.48	3.42	2.94	4.01
Means	4.92	4.43	3.65	2.99	4.00

The means in Table XIV further substantiate earlier findings of the Low Authoritarian editors' preference for Impact stories. This preference can be inferred from the Low Authoritarian editors' 5.19 mean for Impact-Known Principals and their 4.48 mean for Impact-Unknown Principals. These outrank the High Authoritarians' 4.65 and 4.38.

Impact, moreso than PROMINENCE, tends to attract the Low Authoritarian editor because Impact with no other news element is still powerful enough to the Low Authoritarian to rank it higher than the High Authoritarian editor.

6. Was there a difference in the probable use of the High and Low Authoritarian editors on stories containing SIGNIFICANCE and NORMALITY?

As noted in Appendix J, there was a significant difference between the types of editors in their selection of stories containing TYPES-SIGNIFICANCE-NORMALITY. The F-ratio of 14.75 is significant at the .01 level, meaning that the preference by the editors could have happened by chance only once in 100.

The means in Table XV show a preference of Low Authoritarian editors for Impact-Oddity, 5.13, over stories containing Impact alone. The High Authoritarian editors' mean for Impact-Normal, 5.13, indicates a preference for stories containing Impact in a Normal situation. This follows earlier findings in Chapter IV of the High Authoritarian editors' high probable use of Impact alone.

#### Summary

The analyses in this chapter investigated two basic areas: (1) the differential effects caused by the news dimension elements and (2) the differences in probable use of the news dimension elements by types of editors.

A significant differential in probable use was found in Impact over No Impact (Table VI), Known Principals over

Unknown Principals (Table VI), and Oddity and Conflict over Normal (Table VII). The eight editors preferred stories containing these news elements over stories which did not contain these elements.

TABLE XV  
MEAN PROBABLE USE OF SIGNIFICANCE  
AND NORMALITY NEWS  
ELEMENTS BY TYPES

	SIGNIFICANCE						
	Impact			No Impact			
	NORMALITY						
TYPES	Odd.	Conf.	Norm.	Odd.	Conf.	Norm.	Means
High Auth.	4.13	4.53	4.88	4.06	3.91	2.41	3.99
Low Auth.	5.13	4.53	4.69	3.72	3.41	2.41	4.01
Means	4.63	4.61	4.79	3.89	3.66	2.41	4.00

There was no significant difference in probable use of stories containing Outgroups or Ingroups (Table VII). The eight editors tended to be affected in probable use of the stories by the news elements and not by whether they contained Ingroups or Outgroups.

In the combination or interaction of news elements,

the editors tended to prefer Impact-Normal over Impact-Oddity or Impact-Conflict. Interaction means that the editors tend to prefer a combination of news elements more than either of the elements alone. A preference for Impact-Normal is another way of saying that the editors preferred Impact alone more than they did Impact combined with either Conflict or Oddity.

Interaction in Table IX showed that the editors preferred Known Principals alone over Known Principals-Oddity but they did prefer Known Principals-Conflict over either of the two elements alone. This trend had been established in earlier studies by Ward, Rhoades, and Carter.

In the analyses of the differences between the types of editors, it was found that the Low Authoritarian editors preferred Impact in all its possible forms more greatly than did the High Authoritarian editors (Table X). This preference for Impact entailed a mean probable use of Impact when it stood alone and when it was in conjunction with other news elements. While the Low Authoritarian editors preferred Impact in all its possible combinations, the High Authoritarian editors showed a preference over their colleagues for Impact when it stood alone (Table XV). The High Authoritarian editors did prefer Impact in all its possible forms over No Impact (Table X).

The analyses also showed that the Low Authoritarian editors preferred Oddity more than did the other type of editors, but the High Authoritarian editors showed a greater

preference for Conflict than did their colleagues (Table XII).

There was no significant difference in the probable use by types of Known Principals-Unknown Principals and Outgroups-Ingroups. This indicated that the types of editors tended to agree on the relative probable use in these two areas.

## CHAPTER VI

### SUMMARY, CONCLUSIONS, AND

### RECOMMENDATIONS

This study was concerned with assessing the differential effects of news elements on the news judgments of High Authoritarian and Low Authoritarian editors.

The four California and four Oklahoma editors in this study ranked news stories along a 7-point Q distribution. A ranking of 1 indicated "lowest probable use" and a ranking of 7 indicated "highest probable use" in each editor's newspaper.

The sample of editors was also administered Rokeach's Dogmatism scale to determine level of authoritarianism.

The independent variables included the various levels of news elements contained in the 48-story Q-deck. The three news dimensions and their respective sub-elements were PROMINENCE, Known and Unknown Principals; NORMALITY, Oddity, Conflict, Normal; and SIGNIFICANCE, Impact, No Impact. The fourth independent variable was GROUPS, Outgroups, Ingroups. Another assigned independent variable was the type of editor: High and Low Authoritarian.

The dependent variable was the editors' probable use of news elements.

## Objectives and Findings

### Objective No. 1

A primary objective of this study was to determine differential probable use of news elements by editors ranking low and high in authoritarianism.

The first evidence of minimal differences in probable use of the news elements was shown in Chapter IV. A Spearman rho correlation was run on the probable use of news elements of Low Authoritarian editors (Table I, page 31) and the probable use of news elements of High Authoritarian editors (Table II, page 42). The high rho of .81 showed that there was little difference in the probable use of news elements between the two types of editors. In other words, about 66 per cent of the variation in probable use of news elements was explained.

In Chapter IV standard scores were figured on the High Authoritarian means and Low Authoritarian means for each of the 48 stories in the Q-sort. A difference between the means of more than one positive or negative standard score indicated a substantial preference for that story by one of the types of editors.

The differences in the standard scores indicated slight disagreement between the types of editors on the probable use of the individual stories. The two types of editors disagreed significantly on only 5 of the 48 stories in the Q-sort. On the other 43 stories, the two types of editors

basically agreed.

Some differences concerning probable use of news elements by types appeared in Chapter V.

In the analyses of the differences in probable use of the news elements by types of editors, it was found that the Low Authoritarian editors preferred Impact more than did the High Authoritarian editors (Table X, page 58). This preference for Impact entailed a mean probable use of Impact when it stood alone or in conjunction with other news elements. While the Low Authoritarian editors preferred Impact in all of its possible combinations, the High Authoritarian editors showed a preference over the Low Authoritarian editors for Impact when it stood alone (Table XV, page 65 ). Both types of editors preferred Impact in all its possible forms over No Impact (Table X, page 58).

Low Authoritarian editors preferred Oddity more, while, the High Authoritarian editors showed a greater probable use of Conflict than did their colleagues.

There was no significant difference in the probable use of Known and Unknown Principals or Outgroups and In-groups in the news. This indicated that the types of editors tended to agree on the relative probable use in these two areas.

#### Objective No. 2

The study included stories containing Outgroups in



the Q-sort in hopes of discovering if one of the two types of editors would react differently to stories involving minorities, youths, and other Outgroups as defined in Chapter II. Outgroups did not differentiate the types of editors.

Information in Chapter V supported the contention that the two types of editors did not significantly differ in their treatment of stories containing Outgroups.

As shown in Table VII, page 53, there was no significant preference for Outgroups over Ingroups across all eight editors in the study. GROUPS combined with the news dimensions of NORMALITY, SIGNIFICANCE, and PROMINENCE were also not significantly preferred across all eight editors.

As shown in Table XIII, page 55, there was no significant difference in two types of editors' probable use of stories involving GROUPS. GROUPS in combination with the news dimension elements did not have a differential effect on the two types of editors.

Based on the findings in Chapter V, two conclusions can be drawn about GROUPS: (1) There was no significant difference in probable use of Outgroups over Ingroups, and (2) There was no significant difference in the probable use of GROUPS stories by the type of editor.

### Objective No. 3

Another thrust of this study was to determine if the editors would be differentially affected by the presence

of NORMALITY, SIGNIFICANCE and PROMINENCE news elements. This study found, as did earlier studies, that the presence of the various levels of news elements did reliably affect the editors' judgments.

This analysis was shown in Chapter V. The editors showed a significant preference in each case for stories containing Impact, Known Principals and Oddity over stories which did not contain those elements. These preferences were shown in Tables VI and VII (Pages 52 and 53).

These preferences were established in studies by Ward, Rhoades and Carter.

#### Objective No. 4

A related objective was to determine if there were similarities in the probable use of news elements between editors in this study and gatekeepers in earlier studies. This objective was discussed in Chapter IV through comparisons of hierarchies of news element used in this study and in earlier studies.

Each of the five correlations between the editors in this study and gatekeepers of previous studies was significant at least the .01 level; four were significant at the .005 level. These high levels of significance indicated a close relationship between the gatekeepers' reactions to the news elements and combinations of news elements.

Six of the 10 hierarchies of news elements listed in Chapter IV and Appendix showed the same probable use for

single news elements. These six hierarchies were ordered Impact, Oddity, Prominence and Conflict. All 10 hierarchies showed Impact as the most preferred single news element and Oddity as the second most preferred. The area of disagreement was over the probable use of Conflict and Known Principals.

Generally, the probable use of news elements and combinations of news elements by the editors in this study agreed with probable use by gatekeepers in earlier studies.

#### Objective No. 5

One area of interest was in similarities or differences in Oklahoma and California editors' probable use of news elements.

The comparison of Oklahoma and California editors did not break the trend of "likeness" in probable use of news elements.

In Chapter IV a correlation between California and Oklahoma editors' probable use of news elements was .89. This level of correlation is significant at the .005 level, signifying a high degree of agreement between the editors from Oklahoma and California in their probable use of news elements.

#### Testing the Individual Hypotheses

#### Hypothesis No. 1

This hypothesis stated that the editors in this study

would value news elements, from high to low, in the following order of probable use: Impact, Oddity, Known Principals, Conflict.

This hypothesis was generally established in Chapter IV. In the three news hierarchies of the editors in this study, only one was divergent from the predicted order. The High Authoritarian editors ranked the individual news values as Impact, Oddity, Conflict, Known Principals. The ordering of Known Principals and Conflict was reversed of the predicted manner. (See Table I, page 31).

The Low Authoritarian editors (Table I, Page 31) ranked the news elements in the predicted fashion.

The probable use of the news elements by all eight editors in the study followed the predicted order. (See Appendix R).

### Hypothesis No. 2

This hypothesis stated that High Authoritarian editors would more probably use Known Principals and Conflict than would the Low Authoritarian editors.

This hypothesis was only partially established, as shown in Chapter V.

The High Authoritarian editors showed a preference for Conflict, but not for Known Principals.

Table XI, Page 60, showed the differences in the probable use of Known Principals by the types of editors. The differences in probable use were not significant, indicating

no significant preference for Known Principals on the part of either the High or Low Authoritarian editors. The mean probable use of 4.77 in Table XI, Page 60, showed a greater preference for Known Principals by the High Authoritarian editors, but that tendency could have happened by chance.

The interaction of SIGNIFICANCE and PROMINENCE, PROMINENCE and NORMALITY, and PROMINENCE and GROUPS gave no further evidence of a preference for Known Principals by the High Authoritarian editors.

Table XII, Page 61, established a preference for Conflict by High Authoritarian editors. The High Authoritarian mean of 4.07 for Conflict was significantly higher than the Low Authoritarian editors' mean probable use of 3.83.

### Hypothesis No. 3

This hypothesis stated that stories containing Outgroups and news elements would be played higher than stories containing Ingroups and news elements by High Authoritarian editors.

Findings did not support this hypothesis.

Table XIII, Page 62, in Chapter V showed that there was no significant preference for Ingroup or Outgroup stories by either types of editor. In fact, the means in Table XIII showed the opposite of the hypothesis. Low Authoritarian editors' probable use of Outgroup stories was higher than that of the High Authoritarian editors, but the difference in the rankings could have happened by

chance.

Table IX in Chapter V noted significant difference in the probable use of Outgroups and Ingroups. This was measuring the differential affects of GROUPS across all eight editors.

Also, none of the interactions involving GROUPS was significant.

It can be concluded that editors tended to rate stories based on the news elements involved rather than whether the story contained Outgroups or Ingroups.

### Conclusions

#### Differential Effects of News Elements

This study reflected earlier findings by Ward, Rhoades, and Carter in the gatekeepers' probable use of the same news dimension elements. Earlier studies established that the news elements are more salient to the probable use of news stories than is the actual topic of the news stories. This study added a dimension of Outgroups-Ingroups to the stories in the Q-sort to see if subject matter content might differentially affect the probable use of the news stories by High and Low Authoritarian editors. However, the editors in this study -- as well as in earlier studies -- still selected stories according to news element patterns. Impact was selected over No Impact, Known Principals over Unknown Principals, and Conflict and Oddity over Normal. The inclusion of Outgroups with these news

elements had little or no differential effect.

An interesting phenomenon concerning Known Principals showed up in this study as it had in each of the three earlier studies. The editors showed more preference for Known Principals alone and Known Principals-Conflict than they did for Known Principals-Oddity. It appears that the editors tended to shy away from stories which would put well-known people or institutions into an oddity situation. This trend cut across all eight editors, whether High or Low Authoritarian. It had been predicted the High Authoritarian editors would tend more to act in this manner.

The correlations in Chapter V also showed patterns established in earlier studies. The high levels of association established that the editors tended to agree on the relative probable use of the news elements or combination of news elements.

#### Differences in Types of Editors

Both types of editors preferred Impact over No Impact, but analyses in Chapter V showed that the Low Authoritarian editors ranked Impact more highly than did the High Authoritarian editors.

Analyses in Chapter V also established a preference for Oddity by the Low Authoritarian editors and for Conflict by the High Authoritarian editors. A similar situation was found by Carter. Carter, through factor analysis,

found his sample typed into two groups: Feature and Impact-Oddity. His feature type favored Oddity and Impact; his Impact-Conflict type was marked by its preference for Impact and Conflict. Carter's feature types was similar to the Low Authoritarian type in this study; his Impact-Conflict type was similar to the High Authoritarian type.

Findings in Chapter IV showed the extent of the similarities between the two types of editors. Even though the differences mentioned above are important, so are the similarities. The high correlation between the High and Low Authoritarian editors' relative probable use of news elements attested to the over-all similarities in the types' news judgments. The editors' agreement on the probable use of 43 of 48 stories in the Q-sort also showed a high level of similarity in the types' probable use of news elements.

#### Recommendations

This and earlier studies have indicated that there are overwhelming similarities in the ways gatekeepers view the news, when news is defined in terms of an underlying multi-dimensional structure. This indicates that these newsmen are, from some place, being similarly indoctrinated about "what is news." Since these similarities have been substantiated, it could be legitimate to ask, "Where have these similarities originated?" An automatic response could be the schools or departments of journalism. No



empirical knowledge has been shown in this area. Professional mediemen have tended to complain that the journalism departments are not teaching the students the realities of the newsroom. If this complaint were true, then where are the newsmen learning these similar habits in news decision-making? Research into the origin of these similarities would provide some insight into what persons or group of persons is responsible for setting the tone of news decision-making. In other words, who is responsible for training or influencing newsmen into this seemingly homogeneous manner of news decision-making?

That there are differences in the way certain stories are played in newspapers has been established in research and in observation of the daily fare of news in different newspapers. This study looked at the Low and High Authoritarian and how they played stories. Why one editor puts a certain story on Page 1 of his newspaper and another editor chooses to ignore the same story cannot be explained in terms of low and high authoritarianism. Rokeach suggested another route which might deserve research in conjunction with news decision-making. That suggestion concerned the idea of rigidity. Rokeach wrote:

It seems to us that to the extent a person is said to be characteristically rigid, his analytic thinking should suffer. The source of his cognitive troubles should be traceable to the fact that he cannot break down or overcome beliefs when they are no longer appropriate, in order to replace them with more appropriate ones. Thus, rigid thinking should be expected to lead to difficulties in thinking analytically.<sup>1</sup>

More research is needed to substantiate differences between types of editors. Too frequently are the differences between editors placed on a liberal-conservative continuum which has no empirical backing.

Even though Outgroups were not a fruitful concept in this study, further research relating to content of news stories is needed. In a way, the Outgroups concept in this study was another form of the Known Principals news element. The Outgroups used in this study are Known Principals, in that they are established and recognizable entities. Further research might be able to break the news elements used in this study into finer dimensions. There might be, for instance, finer shades of Known Principals that might help understand some of the marked differences that appear in the news judgments of gatekeepers who have an over-all appearance of agreement.

The criticism that the media are controlled by liberals has never had any solid empirical foundation. Based on this study and earlier studies, editors tend to select stories based on their news elements rather than specific topical content. This study tried to stimulate reactions to content through the inclusion of Outgroups. The editors still reacted to the news elements, tending to ignore whether the story contained an Outgroup or Ingroup.

There may exist some reason relating to content alone that some stories are played higher than others, but that reason or reasons have yet to be substantiated.

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APPENDIXES

APPENDIX A

DEFINITIONS OF NEWS ELEMENTS

A. NORMALITY: Comprises three news sub-facets, depicting situations of Oddity, Conflict and Neither (Oddity nor Conflict).

- <sup>a1</sup> Oddity -- An action or event that is rarer than just the unusual (a murder is unusual, but not an oddity). Generally, the action or event has a "twist" -- that is, it is different from the day-to-day turn of events ... or opposite from what we've learned to expect, and thus, predict in our culture and our time.
- <sup>a2</sup> Conflict -- Any open clash between persons, groups, animals, or involving a clash with any of these three against nature. The clash can be either verbal or physical. The conflict must be obviously intense, with distinct "movement against" by one or both opposing forces.
- <sup>a3</sup> Neither -- (Oddity nor Conflict) -- Actions or events not unusual enough to be considered an oddity or a "movement against" that is not intense enough to be considered as conflict.

Example of Oddity: Local law enforcement officers said today they have "freed" a 64-year-old woman who had been locked in a stable just south of town for two years. Officers said Guiseppa Giordano was kept in a stable by her brother, Gaetano, and his wife, Julia. They failed to obtain any reasonable explanation for the imprisonment. Mrs. Giordano said the stable had all the comforts of home. There were some 500 bottles of aged wine stored in the horse stalls.

Example of Conflict: Seven persons were injured three miles south of here on the Charleston Pike last night in a head-on collision, which occurred when one car tried to pass a slow-moving piece of farm machinery. One car was driven by Darrel Hinty, 23, of Caldwell St. The driver and five passengers in the second car were from Central City, 60 miles north of here.

B. PROMINENCE -- Presence in a news story of any person or group or institution which has gained fame



through inheritance, accomplishment, etc.

- b1 Known Principals -- Known through repeated past publicity or position in society and/or community.
- b2 Unknown Principals -- Unknown principal or absence of any principal. No repeated past publicity.
- b3 Example of Known Principal -- George Marlan, former Middleport mayor, was named city manager of Council Bluffs, Arizona, the city council there announced this morning. Marlan, mayor for two terms here, moved to Arizona two years ago for his health.

C. SIGNIFICANCE: Stories relating participation in an event by a large number of readers, or representing immediate impact, or potential impact, in the very near future, on a large number of readers. Political, economic, social and moral consequences are of concern here. Impact can be physical or psychological, but it must be obviously concrete as opposed to the abstract.

- c1 Impact -- Any physical or non-physical event in which a large number of readers participate -- or which affects, now or in the future, a large number of persons in the community. "Affect" is used with impact or consequences in mind. The "effect" can be damaging or enhancing.
- c2 No Impact -- Actions or events which fail to have impact on a large number of readers.

Example of Impact: A California firm announced today that it has bought a 100-acre industrial site here and plans to begin manufacture of herbicides within the next two years. The site, formerly used by the C. L. Blake Co., to make gas storage tanks, has 30,000 square feet of buildings. The plant has been idle since 1961.

APPENDIX B

DOGMATISM SCALE

This is a study of what newspapermen think and feel about a number of important social and political questions. The best answer to each statement below is your personal opinion. We have tried to cover many different opposing points of view. You may find yourself agreeing strongly with some of the statements, disagreeing strongly with others, and perhaps uncertain about others. Whether you agree or disagree with any statement, you may be sure that many other people feel the same as you do.

Please check the space below each statement according to how strongly you agree or disagree with it. Please mark every one.

Check -1, -2, -3, or +1, +2, +3, depending on how you feel in each case.

1. In a heated discussion I generally become so absorbed in what I am going to say that I forget to listen to what the others are saying.  
Strongly disagree    \_\_\_ -3    \_\_\_ -2    \_\_\_ -1    +1 \_\_\_    +2 \_\_\_    +3 \_\_\_    Strongly agree
2. Fundamentally, the world we live in is a pretty lonesome place.  
Strongly disagree    \_\_\_ -3    \_\_\_ -2    \_\_\_ -1    +1 \_\_\_    +2 \_\_\_    +3 \_\_\_    Strongly agree
3. There is so much to be done and so little time to do it in.  
Strongly disagree    \_\_\_ -3    \_\_\_ -2    \_\_\_ -1    +1 \_\_\_    +2 \_\_\_    +3 \_\_\_    Strongly agree
4. Even though freedom of speech for all groups is a worthwhile goal, it is unfortunately necessary to restrict the freedom of certain political groups.  
Strongly disagree    \_\_\_ -3    \_\_\_ -2    \_\_\_ -1    +1 \_\_\_    +2 \_\_\_    +3 \_\_\_    Strongly agree

5. Once I get wound up in a heated discussion, I just can't stop.  
Strongly disagree \_\_\_\_\_ -3 \_\_\_\_\_ -2 \_\_\_\_\_ -1 +1 \_\_\_\_\_ +2 \_\_\_\_\_ +3 \_\_\_\_\_ Strongly agree
6. While I don't like to admit this even to myself, my secret ambition is to become a great man, like Einstein, or Beethoven, or Shakespeare.  
Strongly disagree \_\_\_\_\_ -3 \_\_\_\_\_ -2 \_\_\_\_\_ -1 +1 \_\_\_\_\_ +2 \_\_\_\_\_ +3 \_\_\_\_\_ Strongly agree
7. The United States and Russia have just about nothing in common.  
Strongly disagree \_\_\_\_\_ -3 \_\_\_\_\_ -2 \_\_\_\_\_ -1 +1 \_\_\_\_\_ +2 \_\_\_\_\_ +3 \_\_\_\_\_ Strongly agree
8. Man on his own is a helpless and miserable creature.  
Strongly disagree \_\_\_\_\_ -3 \_\_\_\_\_ -2 \_\_\_\_\_ -1 +1 \_\_\_\_\_ +2 \_\_\_\_\_ +3 \_\_\_\_\_ Strongly agree
9. It is better to be a dead hero than a live coward.  
Strongly disagree \_\_\_\_\_ -3 \_\_\_\_\_ -2 \_\_\_\_\_ -1 +1 \_\_\_\_\_ +2 \_\_\_\_\_ +3 \_\_\_\_\_ Strongly agree
10. The highest form of government is a democracy and the highest form of a democracy is a government run by those who are most intelligent.  
Strongly disagree \_\_\_\_\_ -3 \_\_\_\_\_ -2 \_\_\_\_\_ -1 +1 \_\_\_\_\_ +2 \_\_\_\_\_ +3 \_\_\_\_\_ Strongly agree
11. I'd like it if I could find someone who would tell me how to solve my personal problems.  
Strongly disagree \_\_\_\_\_ -3 \_\_\_\_\_ -2 \_\_\_\_\_ -1 +1 \_\_\_\_\_ +2 \_\_\_\_\_ +3 \_\_\_\_\_ Strongly agree
12. It is only natural that a person would have a better acquaintance with ideas he believes in than with ideas he opposes.  
Strongly disagree \_\_\_\_\_ -3 \_\_\_\_\_ -2 \_\_\_\_\_ -1 +1 \_\_\_\_\_ +2 \_\_\_\_\_ +3 \_\_\_\_\_ Strongly agree
13. In a discussion I often find it necessary to repeat myself several times to make sure that I am being understood.  
Strongly disagree \_\_\_\_\_ -3 \_\_\_\_\_ -2 \_\_\_\_\_ -1 +1 \_\_\_\_\_ +2 \_\_\_\_\_ +3 \_\_\_\_\_ Strongly agree
14. It is only natural for a person to be fearful of the future.  
Strongly disagree \_\_\_\_\_ -3 \_\_\_\_\_ -2 \_\_\_\_\_ -1 +1 \_\_\_\_\_ +2 \_\_\_\_\_ +3 \_\_\_\_\_ Strongly agree

15. Most people just don't give a "damn" for others.  
 Strongly disagree \_\_\_\_ -3 \_\_\_\_ -2 \_\_\_\_ -1 +1 \_\_\_\_ +2 \_\_\_\_ +3 \_\_\_\_ Strongly agree
16. In times like these it is often necessary to be more on guard against ideas put out by people or groups in one's own camp than by those in the opposing camp.  
 Strongly disagree \_\_\_\_ -3 \_\_\_\_ -2 \_\_\_\_ -1 +1 \_\_\_\_ +2 \_\_\_\_ +3 \_\_\_\_ Strongly agree
17. In the history of mankind there have probably been just a handful of really great thinkers.  
 Strongly disagree \_\_\_\_ -3 \_\_\_\_ -2 \_\_\_\_ -1 +1 \_\_\_\_ +2 \_\_\_\_ +3 \_\_\_\_ Strongly agree
18. My blood boils whenever a person stubbornly refuses to admit he's wrong.  
 Strongly disagree \_\_\_\_ -3 \_\_\_\_ -2 \_\_\_\_ -1 +1 \_\_\_\_ +2 \_\_\_\_ +3 \_\_\_\_ Strongly agree
19. To compromise with our political opponents is dangerous because it usually leads to the betrayal of our own side.  
 Strongly disagree \_\_\_\_ -3 \_\_\_\_ -2 \_\_\_\_ -1 +1 \_\_\_\_ +2 \_\_\_\_ +3 \_\_\_\_ Strongly agree
20. The main thing in life is for a person to want to do something important.  
 Strongly disagree \_\_\_\_ -3 \_\_\_\_ -2 \_\_\_\_ -1 +1 \_\_\_\_ +2 \_\_\_\_ +3 \_\_\_\_ Strongly agree
21. A group which tolerates too much differences of opinion among its own members cannot exist for long.  
 Strongly disagree \_\_\_\_ -3 \_\_\_\_ -2 \_\_\_\_ -1 +1 \_\_\_\_ +2 \_\_\_\_ +3 \_\_\_\_ Strongly agree
22. There are a number of people I have come to hate because of things they stand for.  
 Strongly disagree \_\_\_\_ -3 \_\_\_\_ -2 \_\_\_\_ -1 +1 \_\_\_\_ +2 \_\_\_\_ +3 \_\_\_\_ Strongly agree
23. When it comes to differences of opinion in religion, we must be careful not to compromise with those who believe differently from the way we do.  
 Strongly disagree \_\_\_\_ -3 \_\_\_\_ -2 \_\_\_\_ -1 +1 \_\_\_\_ +2 \_\_\_\_ +3 \_\_\_\_ Strongly agree
24. There are two kinds of people in this world; those who are for the truth and those who are against the truth.  
 Strongly disagree \_\_\_\_ -3 \_\_\_\_ -2 \_\_\_\_ -1 +1 \_\_\_\_ +2 \_\_\_\_ +3 \_\_\_\_ Strongly agree

25. A man who does not believe in some great cause has not really lived.  
Strongly disagree \_\_\_\_\_ -3 \_\_\_\_\_ -2 \_\_\_\_\_ -1 +1 \_\_\_\_\_ +2 \_\_\_\_\_ +3 \_\_\_\_\_ Strongly agree
26. The worst crime a person could commit is to attack publicly the people who believe in the same thing he does.  
Strongly disagree \_\_\_\_\_ -3 \_\_\_\_\_ -2 \_\_\_\_\_ -1 +1 \_\_\_\_\_ +2 \_\_\_\_\_ +3 \_\_\_\_\_ Strongly agree
27. A person who gets enthusiastic about too many causes is likely to be pretty "wishy-washy" sort of a person.  
Strongly disagree \_\_\_\_\_ -3 \_\_\_\_\_ -2 \_\_\_\_\_ -1 +1 \_\_\_\_\_ +2 \_\_\_\_\_ +3 \_\_\_\_\_ Strongly agree
28. In times like these, a person must be pretty selfish if he considers primarily his own happiness.  
Strongly disagree \_\_\_\_\_ -3 \_\_\_\_\_ -2 \_\_\_\_\_ -1 +1 \_\_\_\_\_ +2 \_\_\_\_\_ +3 \_\_\_\_\_ Strongly agree
29. It is only when a person devotes himself to an ideal or cause that life becomes meaningful.  
Strongly disagree \_\_\_\_\_ -3 \_\_\_\_\_ -2 \_\_\_\_\_ -1 +1 \_\_\_\_\_ +2 \_\_\_\_\_ +3 \_\_\_\_\_ Strongly agree
30. Of all the different philosophies which exist in the world, there is probably only one which is correct.  
Strongly disagree \_\_\_\_\_ -3 \_\_\_\_\_ -2 \_\_\_\_\_ -1 +1 \_\_\_\_\_ +2 \_\_\_\_\_ +3 \_\_\_\_\_ Strongly agree
31. The present is all too often full of unhappiness. It is only the future that counts.  
Strongly disagree \_\_\_\_\_ -3 \_\_\_\_\_ -2 \_\_\_\_\_ -1 +1 \_\_\_\_\_ +2 \_\_\_\_\_ +3 \_\_\_\_\_ Strongly agree
32. A person who thinks primarily of his own happiness is beneath contempt.  
Strongly disagree \_\_\_\_\_ -3 \_\_\_\_\_ -2 \_\_\_\_\_ -1 +1 \_\_\_\_\_ +2 \_\_\_\_\_ +3 \_\_\_\_\_ Strongly agree
33. In the long run the best way to live is to pick friends and associates whose tastes and beliefs are the same as one's own.  
Strongly disagree \_\_\_\_\_ -3 \_\_\_\_\_ -2 \_\_\_\_\_ -1 +1 \_\_\_\_\_ +2 \_\_\_\_\_ +3 \_\_\_\_\_ Strongly agree
34. In this complicated world of ours the only way we can know what's going on is to rely on leaders or experts who can be trusted.  
Strongly disagree \_\_\_\_\_ -3 \_\_\_\_\_ -2 \_\_\_\_\_ -1 +1 \_\_\_\_\_ +2 \_\_\_\_\_ +3 \_\_\_\_\_ Strongly agree

35. If given a chance I would do something of great benefit to the world.  
Strongly disagree \_\_\_\_\_ -3 \_\_\_\_\_ -2 \_\_\_\_\_ -1 +1 \_\_\_\_\_ +2 \_\_\_\_\_ +3 \_\_\_\_\_ Strongly agree
36. It is often desirable to reserve judgment about what's going on until one has had a chance to hear the opinions of those one respects.  
Strongly disagree \_\_\_\_\_ -3 \_\_\_\_\_ -2 \_\_\_\_\_ -1 +1 \_\_\_\_\_ +2 \_\_\_\_\_ +3 \_\_\_\_\_ Strongly agree
37. Unfortunately, a good many people with whom I have discussed important social and moral problems don't really understand what's going on.  
Strongly disagree \_\_\_\_\_ -3 \_\_\_\_\_ -2 \_\_\_\_\_ -1 +1 \_\_\_\_\_ +2 \_\_\_\_\_ +3 \_\_\_\_\_ Strongly agree
38. Most of the ideas which get printed nowadays aren't worth the paper they are printed on.  
Strongly disagree \_\_\_\_\_ -3 \_\_\_\_\_ -2 \_\_\_\_\_ -1 +1 \_\_\_\_\_ +2 \_\_\_\_\_ +3 \_\_\_\_\_ Strongly agree
39. Most people just don't know what's good for them.  
Strongly disagree \_\_\_\_\_ -3 \_\_\_\_\_ -2 \_\_\_\_\_ -1 +1 \_\_\_\_\_ +2 \_\_\_\_\_ +3 \_\_\_\_\_ Strongly agree
40. If a man is to accomplish his mission in life, it is sometimes necessary to gamble "all or nothing at all."  
Strongly disagree \_\_\_\_\_ -3 \_\_\_\_\_ -2 \_\_\_\_\_ -1 +1 \_\_\_\_\_ +2 \_\_\_\_\_ +3 \_\_\_\_\_ Strongly agree

APPENDIX C

48 NEWS STORIES LISTED UNDER RESPECTIVE  
NEWS ELEMENTS COMBINATIONS



## ODDITY, KNOWN PRINCIPAL, IMPACT (O-KP-I)

1.\* Middleport has a good chance of being the angriest city in the nation tomorrow when residents of the predominantly black section of town receive their quarterly water bills. A "delinquency fee" will appear on each statement.

However, there's a happy note to the story. "A computer has finally been caught cat-napping," said Russ Poole, city manager. "It was late in getting out the statements, so it automatically registered the bills as overdue."

There's nothing the city officials can do about it now, Poole said. "Naturally, the delinquent fees won't have to be paid. Everyone should simply deduct the delinquency charge before sending in his payment."

2. Middleport will be operating on emergency electricity until the local power transformer which was damaged--not by lightning, but by a heavy accumulation of dead cockroaches--is repaired.

The dead roaches caused the 1-minute blackout at 3:30 a.m. In a joint statement, City Manager Russ Poole and Marathon Power Co. President Ron Springer have asked Middleport residents and business firms to use their outlets sparingly.

Springer said the power company is hopeful the transformer can be operating again within 24 hours, but that emergency power must be preserved as a matter of caution.

3. Middleport election board secretary Sam Wilson said today thousands of ballots for next week's election would have to be reprinted because a name had been left off.

He said a rush printing job would have to be undertaken to insure correct ballots for the election.

Mayor candidate Glenn O. Young was left off the ballot, Wilson said. The error was discovered after 10,000 ballots were already printed.

4. A swarm of angry bees today routed Middleport city council members from the council chambers, delaying the first city council session since three new councilmen were elected last week.

Councilmen were getting ready for the session when the bees suddenly poured into the chamber, scattering councilmen and spectators.

City hall workers were trying to clear the bees out during the afternoon.

## ODDITY, IMPACT (O-I)

5. A cigarette, unknowingly flipped into a pile of cleaning rags, caused a fire this morning which gutted the

Maple St. Fire Station, leaving the east end of town unprotected.

Firemen escaped without injury. But by the time firemen from the north end of town arrived on the scene, the fire had destroyed all trucks and equipment.

Fire department officials said plans are to service the east end emergency calls with the north end facilities, located six miles away.

6.\* The long-haired Santa Claus who won the hearts of virtually every Middleporter during the pre-Christmas season exchanged his red and white suit for blue-denim prison garb this morning.

Ronald Bateson, 23, convicted of inciting a riot at a nearby college, escaped from the state reformatory three weeks ago. He voluntarily returned today, exclaiming he had just spent the "most satisfying three weeks of my life."

Bateson, unbeknown to Middleport residents, was the jolly old man who posed as Santa Claus on the court house steps, day after day, for three weeks, bringing joy to hundreds of local tots.

7. Three frightened elephants held up air traffic at the Middleport International Airport for hours today.

The elephants broke loose at a nearby circus and roamed back and forth across runways at the airport. Incoming flights had to circle while circus employees tried to recapture the elephants.

Air traffic was shut down for three hours.

8. A squirrel with a taste for cable today knawed into a key telephone line near Middleport and knocked out phone service for most of the city.

The squirrel was electrocuted on the spot. Phone workers were several hours restoring service to the blanked out areas.

#### CONFLICT, KNOWN PRINCIPAL, IMPACT (C-KP-I)

9. The Diamond Rubber Company, which employs 300 persons, may close its doors and move out of Middleport soon unless the United Rubber Workers local drops its 14-cent package wage hike demand, which isn't likely.

Ward Keener, plant manager, said the plant would definitely lose money with a 14-cent package increase and would be forced to close its doors within 24 days.

Clyde Moye, Local 5 president, said the wage demand is not unrealistic and will stand. He said he has figures to show the plant is no longer in danger of going into the red.

10.\* A district judge today granted an injunction

which blocks a rock festival scheduled here this weekend.

District Judge Bob Howell made his ruling on the request of Attorney General Larry Whitaker after two days of argument on whether the proposed rock festival would be a health and traffic hazard.

Opponents said the festival would attract thousands of hippies to the state and create a drug problem.

11. David Burns and Bryce Adams emerged as the leaders in the Middleport mayor election last night and will meet in a runoff next month.

Both candidates predicted victory in the runoff. Burns led in the balloting, but could not capture a majority in the five-man race.

12. Dr. Herbert Howell resigned today as president of the Middleport Community College with a parting blast at the local college's board of trustees.

Howell had been under fire from the trustees since the fall enrollment figures showed a 35 percent drop in enrollment at the community college.

#### CONFLICT, IMPACT (C-I)

13. Five local, non-brand, cut-rate service stations were padlocked by local authorities this morning.

Managers were charged with operating pumps adjusted to give the customer a "short gallon" of gasoline.

Police, at presstime, were checking 10 other stations suspected of short-changing customers during the current flurry of "gas wars."

14.\* Residents of the south side are warned to be on the lookout for young vandals who apparently have declared a spray-painting war on automobiles.

Kenneth Hammond of Mulberry St. told police he chased a carload of youths several blocks last night before losing them. The long-haired vandals had sprayed streaks of black paint along the side of his light blue station wagon, he said.

In the past three weeks several residents on the north side reported their cars had been sprayed with paint. Police believe the vandals may be making the rounds of the city.

15. The possibilities of a rabies flareup in Middleport County were raised today in the wake of reports of rabid animals in the three neighboring counties.

State health department officials said rabid animals were reported in Harmon, Jackson and Grady counties.

16. Ranchers were warned today by law enforcement

officials that cattle thefts were increasing in the Middleport area.

Crime bureau agents were investigating the theft of 95 head of cattle from area ranchers during the last month.

#### KNOWN PRINCIPAL, IMPACT (KP-I)

17. Middleport County, one of the seven sites considered for a medium-sized atom smasher, has counted itself out of the running.

The county withdrew in a meeting of county spokesmen, former State Sen. George Meinhart, state officials, several university heads and atomic experts at the Argonne Laboratory.

18.\* Although Middleport presently is only mildly affected by the three-week-old boycott of downtown businesses by black residents, indications are that many more local businesses will be hurt if the boycott continues.

The largest department store in town--John A Lawrence's--said the boycott has caused a sharp decrease in their business.

19. Rep. Bob Smith, D-Calif., today said federal aid for Middleport County highways would total \$3 million this coming year, a new high for the county.

20. Sunray Petroleum Co., headquartered in Middleport, announced today it was raising the price of its regular gasoline two cents a gallon to retailers. The increase is expected to boost gasoline prices throughout the state.

#### IMPACT (I)

21. An Ohio firm announced today that it has bought a 100-acre industrial site here and plans to begin manufacture of herbicides within the next two years.

The site, formerly used by the C. L. Black Co. to make gas storage tanks, has 30,000 square feet of buildings.

22.\* Middleport may receive a quarter-million dollar federal urban planning grant over the next two-year period to be used in the predominantly black section of town, according to the Housing and Urban Development Commission.

23. Middleport schools are scheduled to receive approximately \$3 million in federal aid during the coming school year, it was announced today in Washington.

24. A tuition increase of \$6 per unit was announced

today at the University of Middleport, a local private four-year college.

ODDITY, KNOWN PRINCIPAL (O-KP)

25. A regrettable mistake in a Daily News advertisement yesterday brought about the biggest after-Christmas rush in the history of the local Sears store.

About 400 women were waiting today for the store to open, in order to purchase women's suits mistakenly quoted as selling for \$3.97. The actual after-Christmas discount price was \$39.70.

The Daily News apologizes for the error in printing the advertisement. Apparently the actual discount was still a good buy. The one-day sale was cut short. The store was sold out before noon.

26.\* "That's what I get for believing rumors," said Mrs. Francis Folk, leaning on a cart loaded with 280 five-pound bags of sugar she purchased at a local supermarket this morning.

Mrs. Folk, wife of Paul Folk, head of the State's Vietnam Veterans Against the War, apparently was told a sugar shortage was imminent because of demands in Vietnam.

"The only sugar shortage I know of is right here," said Keith Reeves, manager of the supermarket. "This lady just bought every grain I had on hand."

27. Middleport Mayor James Allen was a delighted golfer today. He fired a 220-yard hole-in-one today at the Quail Creek golf course.

28. "Two heads are better than one," Sen. Arthur Harris (D-Middleport) said today.

A cow belonging to Harris' father gave birth to a two-headed calf today on the family farm near here.

CONFLICT, KNOWN PRINCIPAL (C-KP)

29.\* Nine guns, \$20,000 in cash and old coins, four rings, 200 stereophonic records and a new set of encyclopedias were stolen last night from the home of Dr. B. H. Osten, chairman of the state American Civil Liberties Union. Osten was knocked unconscious by the thieves.

30. ~~Russ~~ Poole, who officially took office as new city manager yesterday, promptly fired two city patrolmen this morning. The action was taken, he said, to end what seemed to be unreconcilable grievances held between the patrolmen and the officers over the operation of the department.

31. Sen. Arthur Harris (D-Middleport) is a co-defendant in a \$5 million countersuit filed in District Court involving a local firm in which Harris was once a partner.

32. Middleport Mayor James Allen and his wife Dorothy are expected to be divorced tomorrow in District Court, ending a two-year divorce case and 23 years of marriage.

#### ODDITY (O)

33. It always pays to check one's mailbox every day, especially at Christmas, as Frank Butterbaugh, 75, who for years has lived in a one-room shack on the city dump, will testify.

Butterbaugh, whose only mail normally is his monthly Social Security check, which he receives at a service station mailbox nearby, stopped to pick up his check this morning.

He found two checks: his Social Security check and a cashier's check for \$10,000 with a note reading, "Merry Christmas and a Happy New Year." The note was unsigned.

34.\* Local law enforcement officers said today they have "freed" a 22-year-old woman, described as a "hippie type," who had been in a stable just south of Middleport for 11 months.

Officers said Giuseppa Giordano was kept in the stable by her brother, Gaetano, and his wife, Julia. The officers failed to obtain any reasonable explanation for the imprisonment.

The only comment was made by the "prisoner." Mrs. Giordano said the stable had all of the comforts of home. There were some 500 bottles of aged wine stored in the horse stalls.

35. Fred Avery was an unobtrusive old man who lived for 40 years in a downtown hotel so close to the economic edge that he collected and sold soda bottles to buy his 35-cent breakfast and \$2 dinner.

He died last week and left an estate of more than \$1.8 million.

36. Brian Hughes, 43, Middleport, lined up a buyer for 4,000 wartime military police helmets at \$2.40 each and purchased them at a military surplus auction.

The buyer backed out, leaving Hughes with a houseful of helmets and he said he'd sell them at \$1.20 each, or 36 cents apiece to anyone who would take the lot.

## CONFLICT (C)

37.\* Seven persons, all returning from a ski trip, were injured three miles south of here on the Charleston Pike last night in a head-on collision, which occurred when one car spun around on the wet pavement of the highway.

One car was driven by Darrell Hinty, 19, Caldwell. The driver and five passengers in the second car from Central City, 60 miles north of here.

38. Middleport County set a record over the long Christmas weekend, but it wasn't a record that one can be proud of or boast about.

Six persons, one a local resident, died in traffic accidents.

39. A local man remained in poor condition in the intensive care unit of Middleport Hospital tonight after being shot earlier in the day. No charges have been filed in connection with the shooting.

40. A local man was killed last night in a head-on collision three miles east of Middleport on Interstate 40. The victim was identified as Adam Lowe, Middleport.

## KNOWN PRINCIPAL (KP)

41. Middleport's city manager's salary was officially increased by \$5,000 to \$30,000 a year last night, as the city council held its first meeting after new city manager, Russ Poole, took office. The salary increase for the top city post was voted on at last month's meeting.

42.\* George Marlan, the first black mayor of Middleport, was named city manager of Council Bluffs, Ariz., the city council there announced this morning.

Marlan, mayor for two terms here, moved to Arizona two years ago for his health.

43. Rev. Otis Mueller, pastor of the First Baptist Church, has been named to the advisory board of the national Red Cross.

44. Mickey Howe, the only All-American football player in the history of the University of Middleport and now a director of the Bank of America, will speak at commencement exercises of the private university.

## NOTHING (N)

45. The West End Polka Club, comprising about 40 members, will hold a dance at 8:30 tomorrow night at Thaxton Hall.

46.\* Dan Miller of Middleport North High School is one of 19 black counselors in this state who will leave tomorrow for a three-day tour of Eastern seaboard high schools.

47. The first horse entry has been made at the county fair by a Middleport woman, Mrs. Bernice Hahne, who entered an unnamed paint filly.

48. William T. Nailon Jr. was named biologist in the western division of the Army Engineers at Middleport today after serving in the same capacity in Los Angeles for 24 years.



APPENDIX D

PARADIGM FOR SIGNIFICANCE-NORMALITY

ANALYSIS OF VARIANCE

SIGNIFICANCE

Impact

No Impact

NORMALITY

	Oddity	Conflict	Normal	Oddity	Conflict	Normal	
High Authoritarian	33.00 4.13	36.25 4.53	39.00 4.88	32.50 4.06	31.25 3.91	19.25 2.41	191.25 3.99
Low Authoritarian	41.00 5.13	37.50 4.69	37.50 4.69	29.75 3.72	27.25 3.41	19.25 2.41	192.25 4.01
	74.00 4.63	73.75 4.61	76.50 4.79	62.25 3.89	58.50 3.66	38.50 2.41	

APPENDIX E

PARADIGM FOR PROMINENCE-NORMALITY

ANALYSIS OF VARIANCE

PROMINENCE

Known Principals

Unknown Principals

NORMALITY

	Oddity	Conflict	Normal	Oddity	Conflict	Normal	
High Authoritarian	31.25 3.91	38.00 4.75	33.00 4.13	34.25 4.28	29.50 3.96	25.25 3.16	191.25 3.99
Low Authoritarian	32.75 4.09	37.50 4.69	33.00 4.13	38.00 4.75	27.25 3.40	23.75 2.97	192.25 4.01
	64.00 4.00	75.50 4.72	66.00 4.13	72.25 4.52	56.75 3.55	49.00 3.07	

APPENDIX F

PARADIGM FOR GROUPS-PROMINENCE

ANALYSIS OF VARIANCE

PROMINENCE

Known Principals

Unknown Principals

GROUPS

	Outgroups	Ingroups	Outgroups	Ingroups	
High Authoritarian	24.25 4.04	78.00 4.33	22.50 3.75	66.50 3.69	191.25 3.95
Low Authoritarian	24.00 4.00	79.25 4.40	23.75 3.96	65.25 3.75	192.25 4.03
	48.25 4.02	157.25 4.37	46.25 3.85	131.75 3.72	

APPENDIX G

PARADIGM FOR SIGNIFICANCE-PROMINENCE

ANALYSIS OF VARIANCE

SIGNIFICANCE

Impact

No Impact

PROMINENCE

Known Principals    Unknown Principals    Known Principals    Unknown Principals

High Authoritarian	55.75 4.65	52.50 4.38	46.50 3.88	36.50 3.04	191.25 3.99
Low Authoritarian	62.25 5.19	53.75 4.48	41.00 3.42	35.25 2.94	192.25 4.01
	118.00 4.92	106.25 4.43	87.50 3.65	71.75 2.99	



APPENDIX H

PARADIGM FOR GROUPS-NORMALITY

ANALYSIS OF VARIANCE

GROUPS

Outgroups

Ingroups

NORMALITY

	Oddity	Conflict	Normal	Oddity	Conflict	Normal	
High Authoritarian	16.25 4.06	15.00 3.75	15.50 3.88	49.25 4.10	52.50 4.38	42.75 3.56	197.25 3.96
Low Authoritarian	18.75 4.69	13.75 3.44	15.25 3.81	52.00 4.33	51.00 4.25	41.50 3.46	192.25 3.99
	35.00 4.38	28.75 3.60	30.75 3.85	101.25 4.22	103.25 4.32	84.25 3.51	

APPENDIX I

PARADIGM FOR GROUPS-SIGNIFICANCE

ANALYSIS OF VARIANCE

GROUPS

Outgroups

Ingroups

SIGNIFICANCE

	Impact	No Impact	Impact	No Impact	
High Authoritarian	26.75 4.46	20.00 3.33	81.50 4.53	63.00 3.50	191.25 3.99
Low Authoritarian	28.50 4.75	19.25 3.21	87.50 4.86	57.00 3.17	192.25 4.01
	55.25 4.61	39.25 3.27	169.00 4.70	120.00 3.34	

APPENDIX J

ANALYSIS OF VARIANCE F-RATIO TABLE

FOR SIGNIFICANCE-NORMALITY

<u>Variance</u>	<u>df</u>	<u>SS</u>	<u>ms</u>	<u>F</u>	<u>P</u>
Total Variance	95	148.02			
Between Groups	47	131.35			
Between Impact, No Impact	1	44.02	44.02	40.38	.01
Between Oddity, Conflict, Normal	2	7.97	3.98	3.65	.05
Interactions:					
Significance x Normality	2	12.69	6.40	5.87	.01
Between Groups Error	33	39.11	1.09		
Within Groups	48	12.15			
Types x Significance	1	2.19	2.19	27.00	.01
Types x Normality	2	1.17	.59	7.38	.01
Types x Significance x Normality	2	2.35	1.18	14.75	.01
Within Error	33	2.49	.08		

APPENDIX K

ANALYSIS OF VARIANCE F-RATIO TABLE

FOR PROMINENCE-NORMALITY

<u>Variance</u>	<u>df</u>	<u>SS</u>	<u>ms</u>	<u>F</u>	<u>P</u>
Total Variance	95	148.02			
Between Groups	47	131.35			
Between Known, Unknown	1	7.88	7.88	7.23	.05
Between Oddity, Conflict Normal	2	77.97	3.98	3.65	.05
Interactions:					
Prominence x Normality	2	14.27	7.14	6.55	.01
Between Groups Error	33	39.11	1.09		
Within Groups	48	12.15			
Types x Prominence	1	.02	.02	1	n.s.
Types x Normality	2	1.17	.59	7.38	.01
Types x Prominence x Normality	2	.30	.15	1.88	n.s.
Within Error	33	2.49	.08		



APPENDIX L

ANALYSIS OF VARIANCE F-RATIO TABLE

FOR PROMINENCE-GROUPS

<u>Variance</u>	<u>df</u>	<u>SS</u>	<u>ms</u>	<u>F</u>	<u>P</u>
Total Variance	95	148.02			
Between Groups	47	131.35			
Between Known, Unknown	1	7.88	7.88	7.23	.05
Between Ingroups, Outgroups	1	.10	.10	1	n.s.
Interactions:					
Prominence x Groups	1	1.33	1.33	1.22	n.s.
Between Groups Error	33	39.11	1.09		
Within Groups	48	12.15			
Types x Prominence	1	.02	.02	1	n.s.
Types x Groups	1	.06	.06	1	n.s.
Types x Prominence x Groups	1	.15	.15	1.87	n.s.
Within Error	33	2.49	.08		

APPENDIX M  
ANALYSIS OF VARIANCE F-RATIO TABLE  
FOR SIGNIFICANCE-PROMINENCE

<u>Variance</u>	<u>df</u>	<u>SS</u>	<u>ms</u>	<u>F</u>	<u>P</u>
Total Variance	95	148.02			
Between Groups	47	131.35			
Between Known, Unknown	1	7.88	7.88	7.23	.05
Between Impact, No Impact	1	44.02	44.02	40.38	.01
Interactions:					
Prominence x Impact	1	.16	.16	1	n.s.
Between Groups Error	33	39.11	1.09		
Within Groups	48	12.15			
Types x Prominence	1	.02	.02	1	n.s.
Types x Impact	1	2.19	2.19	27	.01
Types x Impact x Prominence	1	.94	.94	11.75	.01
Within Error	33	2.49	.08		

APPENDIX N

ANALYSIS OF VARIANCE F-RATIO TABLE

FOR GROUPS-NORMALITY

<u>Variance</u>	<u>df</u>	<u>SS</u>	<u>ms</u>	<u>F</u>	<u>P</u>
Total Variance	95	148.02			
Between Groups	47	131.35			
Between Ingroups, Outgroups	1	.10	.10	1	n.s.
Between Oddity, Conflict, Normal	2	7.97	3.98	3.65	.05
Interactions:					
Groups x Normality	2	3.82	1.91	1.75	n.s.
Between Groups Error	33	39.11	1.09		
Within Groups	48	12.15			
Types x Groups	1	.06	.06	1	n.s.
Types x Normality	2	1.17	.59	7.38	.01
Types x Groups x Normality	2	.23	.17	2.13	n.s.
Within Error	33	2.49	.08		

APPENDIX O

ANALYSIS OF VARIANCE F-RATIO TABLE

FOR GROUPS-SIGNIFICANCE

<u>Variance</u>	<u>df</u>	<u>SS</u>	<u>ms</u>	<u>F</u>	<u>P</u>
Total Variance	95	148.02			
Between Groups	47	131.35			
Between Ingroups, Outgroups	1	.10	.10	1	n.s.
Between Impact, No Impact	1	44.02	44.02	40.38	.01
Interactions:					
Groups x Significance	1	0	0	0	n.s.
Between Groups Error	33	39.11	1.09		
Within Groups	48	12.15			
Types x Groups	1	.06	.06	1	n.s.
Types x Significance	1	2.19	2.19	27	.01
Types x Groups x Significance	1	.06	.06	1	n.s.
Within Error	33	2.49	.08		



APPENDIX P

DOGMATISM SCALE SCORES

Statement	Editor 1	Editor 2	Editor 3	Editor 4	Editor 5	Editor 6	Editor 7	Editor 8
1.	2	3	6	1	3	5	1	3
2.	7	2	2	1	6	5	5	1
3.	7	6	2	7	7	6	7	7
4.	1	1	2	1	1	5	1	7
5.	7	3	2	6	1	3	3	6
6.	1	5	1	1	6	1	1	1
7.	1	1	1	5	3	3	2	3
8.	1	2	1	1	2	2	1	7
9.	1	1	2	7	6	3	7	5
10.	3	6	3	1	1	5	6	5
11.	1	2	2	7	5	3	1	5
12.	1	6	3	7	6	7	7	5
13.	2	5	2	5	1	5	5	5
14.	1	2	2	1	4	3	7	3
15.	1	3	6	1	2	5	6	1
16.	2	2	5	1	3	1	7	5
17.	7	6	1	1	6	6	7	1
18.	1	1	5	3	3	5	5	7
19.	1	5	2	1	5	3	1	6
20.	1	2	7	7	2	3	7	6
21.	1	1	2	1	5	5	2	1
22.	1	2	1	7	5	5	2	1
23.	1	1	2	1	7	1	1	7
24.	1	1	6	1	2	1	5	2

Statement	Editor 1	Editor 2	Editor 3	Editor 4	Editor 5	Editor 6	Editor 7	Editor 8
25.	1	1	6	6	2	6	3	3
26.	1	1	2	2	1	3	1	5
27.	1	1	2	6	3	1	6	3
28.	1	2	1	6	3	7	5	5
29.	1	3	6	2	5	5	6	5
30.	1	1	2	1	2	1	1	5
31.	1	1	1	1	1	1	1	1
32.	1	2	6	6	1	1	7	5
33.	1	2	5	1	5	5	2	3
34.	1	5	6	1	1	5	5	2
35.	7	5	7	6	5	5	7	3
36.	7	5	7	7	7	6	5	6
37.	7	5	2	1	5	5	6	7
38.	1	3	2	1	6	2	2	5
39.	7	2	2	1	3	3	6	6
40.	<u>1</u>	<u>5</u>	<u>1</u>	<u>6</u>	<u>6</u>	<u>1</u>	<u>5</u>	<u>6</u>
Totals	93	113	126	129	148	148	165	176

APPENDIX Q

SCORES OF Q SORT

No.	News Elements	Theme	Low Auth.	Low Auth.	Low Auth.	Low Auth.	High Auth.	High Auth.	High Auth.	High Auth.
1.*	OPI	Computer	6	6	4	4	3	5	3	3
2.	OPI	Blackout	7	6	6	6	5	3	3	5
3.	OPI	Ballots	5	5	5	4	5	4	3	6
4.	OPI	Bees	4	4	3	7	3	3	4	5
5.	OI	Fire	6	7	7	3	6	7	4	6
6.*	OI	Santa	6	4	5	7	4	6	4	3
7.	OI	Elephants	4	6	4	5	4	4	4	3
8.	OI	Squirrel	5	5	4	4	3	3	4	4
9.	CPI	Rubber	4	7	6	4	5	6	5	7
10.*	CPI	Rock Festival	5	5	5	5	5	5	5	3
11.	CPI	Election	7	7	6	5	7	6	5	4
12.	CPI	President	7	6	5	6	7	6	5	3
13.	CI	Stations	6	4	4	6	6	5	3	3
14.*	CI	Vandals	2	4	3	5	4	4	2	5
15.	CI	Rabies	3	3	3	4	4	4	3	3
16.	CI	Rustlers	1	4	3	5	4	3	3	5
17.	PI	Atom	5	6	7	5	6	4	3	7
18.*	PI	Boycott	4	5	3	4	7	4	6	3
19.	PI	Highways	4	7	6	4	5	4	4	5
20.	PI	Gas Hike	5	5	4	3	5	5	4	4
21.	I	Site	5	4	6	3	7	7	4	7
22.*	I	Urban Grant	5	4	7	6	6	4	6	7
23.	I	School Aid	4	5	7	1	6	5	4	6
24.	I	Tuition	4	4	4	4	6	6	2	2

No.	News Elements	Theme	Low Auth.	Low Auth.	Low Auth.	Low Auth.	High Auth.	High Auth.	High Auth.	High Auth.
25.	OP	Mistake	2	4	2	6	3	5	3	4
26.*	OP	Sugar	4	3	2	5	4	5	6	2
27.	OP	Golfer	3	2	1	3	2	4	6	2
28.	OP	Calf	3	3	2	4	2	4	6	4
29.*	CP	Theft	3	2	3	2	4	2	2	6
30.	CP	Patrolman	6	5	4	4	5	5	7	5
31.	CP	Suit	4	4	5	3	5	4	7	4
32.	CP	Divorce	4	2	2	7	2	4	5	1
33.	O	Check	6	4	4	6	4	7	7	1
34.*	O	Freed	7	3	3	6	3	3	6	5
35.	O	Estate	5	6	4	3	4	6	7	4
36.	O	Helmets	3	3	4	3	2	3	2	4
37.*	C	Ski Trip	4	3	3	1	4	3	2	4
38.	C	Traffic	2	3	5	4	3	1	2	2
39.	C	Shooting	2	2	5	1	4	2	5	7
40.	C	Collision	3	3	5	3	4	2	5	7
41.	P	Salary	4	5	6	4	3	7	5	5
42.*	P	New Job	3	4	2	7	3	3	4	4
43.	P	Red Cross	2	2	4	2	1	1	4	4
44.	P	Speaker	3	2	4	1	2	2	4	4
45.	N	Polka	1	1	1	2	1	1	1	1
46.*	N	Counselors	2	1	2	2	1	1	1	2
47.	N	Horse	1	1	1	2	1	2	1	2
48.	N	Biologist	1	1	1	2	2	2	1	1

APPENDIX R

RANKINGS OF NEWS ELEMENTS

## HIERARCHY OF NEWS ELEMENTS

## WARD'S GATEKEEPERS\*

<u>Rank</u>	<u>News Elements</u>
1	Conflict, Known Principals, Impact
2	Oddity, Impact
3	Oddity, Known Principals, Impact
4	Conflict, Impact
5	Conflict, Known Principals
6	Impact
7	Known Principals, Impact
8	Oddity
9	Oddity, Known Principals
10	Known Principals
11	Conflict
12	Nothing

\*Walter J. Ward, "News Values, News Situations and News Selection: An Intensive Study of Ten City Editors" (unpub. Ph.D. dissertation, University of Iowa, 1967), p. 420.



## HIERARCHY OF NEWS ELEMENTS

## RHOADES' WIRE SERVICES

<u>Rank</u>	<u>News Elements</u>
1	Conflict, Known Principals, Impact
2	Oddity, Known Principals, Impact
3	Oddity, Impact
4	Impact
5	Oddity
6	Known Principals, Impact
7	Known Principals, Conflict
8	Impact, Conflict
9	Known Principals, Oddity
10	Known Principals
11	Conflict
12	Nothing

George Rhoades, "News Values and News Decisions of Selected Associated Press and United Press International Newsmen in Oklahoma" (unpub. M.S. thesis, Oklahoma State University, 1971), p. 79.

## HIERARCHY OF NEWS ELEMENTS

## OKLAHOMA EDITORS

<u>Rank</u>	<u>News Elements</u>
1.5	Conflict, Known Principals, Impact
1.5	Impact
3	Oddity, Impact
4	Oddity, Known Principals, Impact
5	Known Prominence, Impact
6	Oddity
7	Conflict, Known Principals
8	Known Principals
9	Conflict
10	Conflict, Impact
11	Oddity, Known Principals
12	Nothing

## HIERARCHIES OF NEWS ELEMENTS

## CALIFORNIA EDITORS

<u>Rank</u>	<u>News Elements</u>
1	Conflict, Known Principals, Impact
2	Known Principals, Impact
3	Oddity, Impact
4	Impact
5	Oddity, Known Principals, Impact
6	Oddity
7	Conflict, Known Principals
8	Conflict, Impact
9	Oddity, Known Principals
10	Known Principals
11	Conflict
12	Nothing

## HIERARCHY OF NEWS ELEMENTS

## CARTER'S GENERALIZED\*

<u>Rank</u>	<u>News Elements</u>
1.5	Oddity, Known Principals, Impact
1.5	Conflict, Known Principals, Impact
3	Oddity, Impact
4	Impact
5	Oddity
6	Conflict
7	Known Principals, Impact
8	Known Principals, Conflict
9	Conflict, Impact
10	Known Principals
11	Known Principals, Oddity
12	Nothing

\*L. Edward Carter, "News Values of Editor-Reporters of Five Oklahoma Newspapers" (unpub. M.S. thesis, Oklahoma State University, 1970), p. 50.

## HIERARCHY OF NEWS ELEMENTS

## CARTER'S LOCALIZED\*

<u>Rank</u>	<u>News Elements</u>
1	Oddity, Known Principals, Impact
2	Conflict, Known Principals, Impact
3	Oddity, Impact
4	Impact
5	Oddity
6	Conflict, Impact
7	Known Principals, Conflict
8	Known Principals, Impact
9	Conflict
10	Known Principals
11	Known Principals, Oddity
12	Nothing

\*L. Edward Carter, "News Values of Editors-Reporters of Five Oklahoma Newspapers" (unpub. M.S. thesis, Oklahoma State University, 1970), p. 62.

## HIERARCHY OF NEWS ELEMENTS

## WARD'S THIRD THEORETICAL EDITOR

<u>Rank</u>	<u>News Elements</u>
1	Conflict, Known Principals, Impact
2.5	Oddity, Known Principals, Impact
2.5	Oddity, Impact
4	Conflict, Known Principals
6	Conflict, Impact
6	Impact
6	Known Principals, Impact
8	Oddity
9.5	Conflict
9.5	Oddity, Known Principals
11	Known Principals
12	Nothing

## HIERARCHY OF NEWS ELEMENTS

## HIGH AUTHORITARIAN AND LOW AUTHORITARIAN

## EDITORS COMBINED

<u>Rank</u>	<u>News Elements</u>
1	Conflict, Known Principals, Impact
2.5	Known Principals, Impact
2.5	Impact
4	Oddity, Impact
5	Oddity, Known Principals, Impact
6	Oddity
7	Conflict, Known Principals
8	Conflict, Impact
9.5	Oddity, Known Principals
9.5	Known Principals
11	Conflict
12	Nothing

APPENDIX S  
CONSENSUS ITEMS



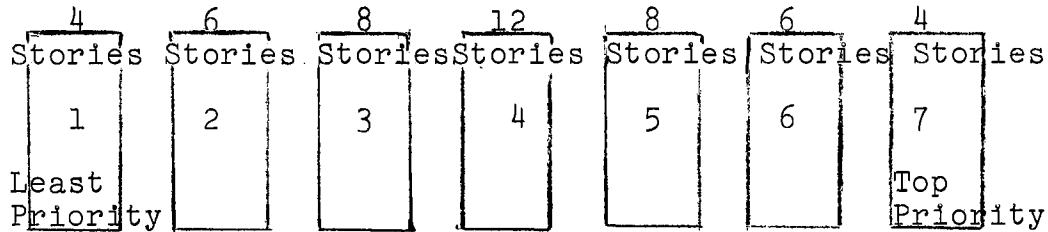
Story	High Auth. Mean	Standard Score	Low Auth. Mean	Standard Score	Difference In Scores	Mean Scores
1	3.50	- .39	5.00	+ .81	-1.20	+ .21
2	4.00	.01	6.25	+1.81	-1.80	+ .90
3	4.50	+ .41	4.75	+ .61	- .20	+ .51
4	3.75	- .19	4.50	+ .41	- .60	+ .11
5	5.75	+1.41	5.75	+1.41	0	+1.41
6	4.25	+ .21	5.50	+1.21	-1.00	+ .71
7	3.75	- .19	4.75	+ .61	- .80	+ .21
8	3.50	- .39	4.50	+ .41	- .80	+ .10
9	5.75	+1.41	5.25	+1.01	+ .40	+1.21
10	4.50	+ .41	5.00	+ .81	- .40	+ .61
11	5.50	+1.21	6.25	+1.81	- .60	+1.51
12	5.25	+1.01	6.00	+1.61	- .60	+1.31
13	4.25	+ .21	5.00	+ .81	- .60	+ .51
14	3.75	- .19	3.50	- .39	+ .20	- .29
15	3.50	- .39	3.25	- .59	+ .20	- .49
16	3.50	- .19	3.25	- .59	+ .40	- .34
17	5.00	+ .81	5.75	+1.41	- .60	+1.11
18	5.00	+ .81	4.00	+ .01	+ .80	+ .41
19	4.50	+ .41	5.25	+1.01	- .60	+ .71
20	4.50	+ .41	4.25	- .21	- .21	+ .31
21	5.00	+ .81	4.50	+ .41	+ .40	+ .61
22	5.75	+1.41	5.50	+1.21	+ .20	+1.31
23	5.25	+1.01	4.25	+ .21	+ .80	+ .61
24	4.00	+ .01	4.00	+ .01	0	+ .01
25	3.75	- .19	3.50	- .39	+ .20	- .29
26	4.25	+ .21	3.50	- .39	- .60	- .09
27	3.50	- .39	2.25	-1.42	-1.03	- .91
28	4.00	+ .01	3.00	- .79	+ .80	- .39
29	3.50	- .39	2.50	-1.19	+ .80	- .79
30	5.50	+1.21	4.75	+ .61	+ .60	+ .91
31	5.00	+ .81	4.00	+ .01	+ .80	+ .41
32	3.00	- .79	3.75	- .19	- .60	- .49
33	4.75	+ .61	5.00	+ .81	- .20	+ .71
34	4.25	+ .21	4.75	+ .61	- .40	+ .41
35	5.25	+1.01	4.50	+ .41	+ .60	+ .71
36	2.75	- .99	3.25	- .59	- .40	- .79
37	3.25	- .59	2.75	- .99	+ .40	- .79
38	2.00	-1.59	3.50	- .39	-1.20	- .99
39	4.50	+ .41	2.50	-1.19	+ .78	- .39
40	4.50	+ .41	3.50	- .39	+ .80	+ .01
41	5.00	+ .81	4.75	+ .61	+ .20	+ .71
42	3.50	- .39	4.00	- .01	- .40	- .19
43	2.50	-1.19	2.50	-1.19	0	-1.19
44	3.00	- .79	2.50	-1.19	+ .40	- .99
45	1.00	-2.39	1.25	-2.19	- .20	-2.29
46	1.25	-2.19	1.75	-1.79	- .40	-1.99
47	1.50	-1.99	1.25	-2.19	+ .20	-2.09
48	1.50	-1.99	1.25	-2.19	+ .20	-2.09

APPENDIX T

INSTRUCTIONS FOR

SORTING NEWS STORIES

1. Please imagine that the enclosed deck of news stories comprised an unusually big day's input and treat them as you would on your newspaper in your town.
2. Remove the rubber band from the deck of news stories. Now please read each story carefully. After you finish reading the stories, lay them all aside in one pile.
3. Now take the deck of cards with the red square on top and remove the rubber band. Lay aside the top square with the red square. Now spread this deck of numbered cards in front of you, left to right, from 1 to 7, as follows:



4. Pick up the pile of news stories. Choose 4 that you would give highest priority for use in your newspaper and place them on top of Card No. 7. From the remaining stories you have, take 6 stories that you would give next highest priority and place them on top of Card No. 6. Go on down the line until you complete the ranking of stories with the designated number of stories atop each numbered card. At any time you may change your mind on the placement of stories, if you wish.
5. When you are satisfied with the arrangement of the news stories, let me know and that will be it.

VITA 8

Ronald Larry Snipes

Candidate for the Degree of

Doctor of Education

Thesis: NEWS VALUES AND NEWS DECISIONS OF HIGH AND LOW  
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