

JARRETT, R. F., and SHERRIFFS, ALEX C. "Propaganda, Debate, and Impartial Presentation as Determiners of Attitude Change." *Journal of Abnormal and Social Psychology* 48: 33-41; January 1953.

*Purpose:* To determine the effects of the following types of presentation of arguments upon the modification of attitudes: "(a) a direct argument in favor of one rather extreme attitudinal position over the opposite position; (b) a debate situation in which the two systematic presentations are submitted in a controversial atmosphere; and (c) a situation in which a single individual presents both of these opposed positions in impartial juxtaposition."

*Procedure:* Each of four experimental groups were exposed to a written argument on the relative value of men and women in our culture. These communications were written as follows: (a) a strong pro-male argument, (b) a strong pro-female argument, (c) an impartial presentation of both pro-male and pro-female arguments, and (d) a debate. A fifth group (control) read an essay on an unrelated topic. The subjects were 815 University of California students enrolled in a course on personal and social adjustment open to nonpsychology majors. Subjects were administered a disguised attitude test on Friday. On Monday they were subjected to one of the communications, following which they again took the test. Data was analyzed by means of an ordinary analysis of variance to determine the changes in attitude.

*Results:* "Men and women Ss varied in their responses to these conditions, thus confounding the interpretation of the findings, but the results, though not in each case statistically significant, are not inconsistent with our hypotheses concerning the nature of attitude change. These hypotheses imply, in our view, (a) that under direct argument, groups of Ss should change in the direction of the argument. This implication was verified by our data, as it has often been before. (b) That in the debate situation, Ss would move in the direction of their pre-existing bias, the amount of this change depending upon the degree of emotional involvement in the attitude. The first part of this implication was confirmed for the male Ss but remains equivocal for the females because of the not completely unexpected but rather surprising pro-male initial position of the female Ss. Lack of a satisfactory measure of emotional involvement leaves us without a test of the second part of this implication, namely, (c) that in the impartial presentation context Ss would become more moderate in their attitudinal position. This was also verified for the males, but for the reason given above the results for the female Ss are hard to interpret."—William Allen.

PARRISH, JACK A., and CAMPBELL, DONALD T. "Measuring Propaganda Effects with Direct and Indirect Attitude Tests." *Journal of Abnormal and Social Psychology* 48: 3-9; January 1953.

*Purpose:* (a) To compare the relative effectiveness in changing attitudes toward the Kuomintang Government of China by two typical radio styles used in informational programs: the monologue speech vs. the interview-type presentation. (b) To study propaganda effectiveness thru the use of disguised attitude measures.

*Procedure:* Four versions of a dummy radio program were recorded as transcriptions and presented to 8 classes of elementary psychology students (47 students in each group). The scripts were written as Pro-Kuomintang Monologue,