On the trait implications of social behaviors: Kindness, intelligence, goodness, and normality ratings for 400 behavior statements

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Four hundred stimulus behaviors and their mean normative ratings for kindness, intelligence, goodness, and normality were presented for use in person perception and memory studies. Each of the four normative ratings was based on a separate sample of 35 to 39 undergraduate students from the University of Illinois. Rankings of the mean ratings were provided to facilitate a quick comparison of the behavior ratings along each of the four trait dimensions. In addition, a cluster analysis of the behaviors was reported, using the mean kindness, intelligence, and normality ratings as defining variables. Six clusters were distinguished: (1) behaviors that primarily conveyed kindness; (2) behaviors that primarily conveyed unkindness; (3) behaviors that conveyed an unusual amount of intelligence; (4) behaviors that conveyed general intelligence; (5) behaviors that conveyed a general lack of intelligence; and (6) behaviors that conveyed very little information about kindness or intelligence.

Researchers of person memory and social judgment often present research participants with behavioral information about hypothetical persons in order to study the manner in which social impressions are formed and organized in memory. In such research, it is often necessary to expend a considerable amount of time and effort generating and pretesting a large number of behavior statements before conducting the actual experiment. The current study provides an organized data base of social behavior statements that will permit researchers who use such statements for research stimuli to avoid the tedium of normative pretesting.

In this article, we present evidence bearing on the trait implications of 400 common social behaviors. The specific behaviors were generated and collected over the past 6 years for the purposes of various studies of person memory and social judgment (see Fuhrman, 1987; Lichtenstein & Srull, 1987; Srull, Lichtenstein, & Rothbart, 1985). The behaviors were judged by undergraduates for how well they exemplify the traits of kindness and intelligence. In creating this list, we attempted to include behaviors that vary substantially in the degree to which they are relevant to these trait concepts and in the degree to which they exemplify the positive or negative aspects of the

traits. In addition, we collected goodness and normality ratings for each of the behaviors. The latter ratings are useful for the researcher who desires to control for the overall desirability or distinctiveness of the behaviors used in research studies.

METHOD

Subjects

The behavior statements were rated by 146 male and female undergraduate students from the University of Illinois at Urbana-Champaign. The participants received partial course credit in an introductory psychology class.

Behavior Generation

The behavior statements were initially generated by the authors for studies in which the behaviors were used to convey information about a single hypothetical stimulus person. The behaviors were selected for inclusion in the current study on the basis of several criteria. First, we selected behaviors principally related to the positive and negative poles of the kindness and intelligence trait dimensions. These dimensions were selected because much of the work done in the person memory domain has been concerned with impressions and social judgments based on these dimensions (cf. Srull et al., 1985). In addition, an attempt was made to select behaviors that vary in the degree to which they exemplify the positive and nega-

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tive pole of each trait dimension. Additional items were added to the list to provide instances of behaviors that were presumably irrelevant to the traits of kindness and intelligence.

We also attempted to control the length of the behavior statements. All statements were worded to fit on a single line of text in the rating booklets. This constraint was imposed to facilitate the use of these items in studies that assess reading speed and recall. Shorter items of a relatively uniform length are easier to display on a computer screen and are generally easier to score after a recall task.

Procedure

Participants received a 12-page booklet containing the list of 400 behaviors. Each page was marked with an 11-point judgment scale (with anchor terms) at the top and a list of 30 to 35 behaviors printed below the scale. The subjects were instructed to fill in the blank space after each behavior with the number from the scale that they felt was most appropriate for the behavior. They were strongly encouraged to ask the experimenter if any confusion arose concerning the behavior statements or the rating scales. Thirty-seven subjects rated the behaviors on an 11-point kindness scale ranging from 0 ("extremely unkind") to 10 ("extremely kind"). Thirty-five additional subjects rated the behaviors on an intelligence scale ranging from 0 ("extremely unintelligent") to 10 ("extremely intelligent"). Another 39 subjects rated the behaviors on a goodness scale ranging from 0 ("extremely bad") to 10 ("extremely good"). Finally, another 35 subjects rated the behaviors on a normality scale ranging from 0 ("extremely unusual") to 10 ("extremely normal"). The presentation order of the behavior statements was varied across forms to militate against order effects. It typically took 45–60 min for subjects to complete the task. They were thanked and debriefed after the completion of the ratings.

RESULTS AND DISCUSSION

The behavior statements and the mean ratings of their implications for goodness, kindness, intelligence, and normality are presented in the Appendix. The behaviors are organized in the Appendix according to the magnitude of their mean ratings along the goodness dimension (starting with the highest rating and ending with the lowest). The four mean trait ratings for each behavior are listed on each row.

Behavior Rankings

The rankings of the mean ratings for each behavior refer to the position of the mean rating of each behavior, relative to the ratings of the other behaviors along the same trait dimension. The average rank of the behaviors is computed and listed when two or more behaviors have the same mean trait rating. These behavior rankings provide a quick way for the reader to identify behaviors of similar (or different) magnitude along any one of the four trait

dimensions. More generally, behaviors convey increasingly less goodness, kindness, and intelligence as they appear progressively later in the Appendix.

Cluster Scores

A cluster score for each behavior is listed in the far right-hand column of the Appendix. This score refers to the behavior cluster that each behavior was assigned on the basis of a cluster analysis performed using the mean kindness, intelligence, and normality ratings of the behavior as observed values. The mean goodness ratings were not included in this analysis because our primary concern was to distinguish behaviors that conveyed relatively more intelligence than kindness from those that conveyed relatively more kindness than intelligence. The first six clusters obtained accounted for over 82% of the variance in the ratings. Additional clusters did not contribute substantially to the amount of variance explained. The six clusters can be distinguished as follows:

Cluster 1 contains 70 behaviors that were rated very high in kindness ($M=8.02$), relatively high in intelligence ($M=6.95$), and moderately high in normality ($M=5.99$). These behaviors convey information about a person's kindness and, to a lesser extent, about his or her intelligence.

Cluster 2 contains 80 behaviors that were rated very low in kindness ($M=2.23$) and intelligence ($M=2.58$), and moderately low in normality ($M=3.29$). These behaviors convey information that a person is unkind and, to a slightly less degree, information about his or her lack of intelligence.

Cluster 3 contains 11 behaviors that were rated moderate in kindness ($M=5.86$), extremely high in intelligence ($M=8.41$), and extremely low in normality ($M=2.88$). These behaviors convey much more information about a person's intelligence than about the person's kindness. The information also implies an abnormal amount of intelligence.

Cluster 4 contains 73 behaviors that were rated moderate in kindness ($M=5.67$), relatively high in intelligence ($M=7.04$), and moderate in normality ($M=5.08$). These behaviors generally convey more information about a person's intelligence than about the person's kindness.

Cluster 5 contains 86 behaviors that were rated moderate in kindness ($M=4.34$), low in intelligence ($M=3.30$), and moderate in normality ($M=4.34$). These behaviors convey information about a person's general lack of intelligence and, to a lesser extent, information about the person's unkindness.

Cluster 6 contains 80 behaviors that were rated relatively moderate in kindness ($M=5.55$) and intelligence ($M=5.86$), and high in normality ($M=6.69$). These behaviors appear to be uninformative about a person's kindness or intelligence.

The cluster scores in the Appendix are useful for the researcher who is interested in selecting behaviors that convey more information about one of the trait dimensions than about another. However, the mean ratings of

Table 1
Correlations between the Mean Trait Ratings of All 400 Behaviors

Normative Ratings	Variables Correlated			
	1	2	3	4
1. Kindness		.76*	.93*	.46*
2. Intelligence			.91*	.37*
3. Goodness				.46*
4. Normality				

Note— $N = 400$. * $p < .01$.

each specific behavior should also be considered in this selection process since some of the behaviors in each cluster will manifest more of the prototypical characteristics of the overall cluster than will other behaviors.

Trait Rating Correlations

The last set of results we consider pertains to the relationships observed between the four mean trait ratings across all 400 stimulus behaviors. The correlations bearing on these relationships are reported in Table 1.

The first correlation indicates a strong positive relationship between how much kindness and how much intelligence are generally conveyed by the same behavior. It should be pointed out, however, that this pattern is somewhat irregular across the six behavior clusters described above. More specifically, behaviors that predominantly convey kindness information tend also to convey intelligence information. In contrast, behaviors that predominantly convey intelligence information do not always convey kindness information. Researchers should exert caution in their stimulus selection to ensure that this asymmetrical relationship between perceived kindness and intelligence does not confound their research design.

The second column of correlations in Table 1 indicates that judgments of a behavior's kindness and intelligence are positively related to the judgments of a behavior's goodness. This is a strong relationship that requires little qualification.

The last column of correlations in Table 1 indicates that judgments of a behavior's normality are positively related

to the judgments of a behavior's kindness, intelligence, and goodness. Although significant, these correlations are generally lower than the other correlations in the table. It is possible that they have been attenuated by a few behaviors that were judged to be abnormal, precisely because the implied intelligence or kindness of the statement was considered to be uncharacteristically extreme (cf. the intelligent behaviors assigned to Cluster 3).

CONCLUSION

The behaviors and normative ratings presented here are intended to assist researchers who frequently use behavioral information in their experiments to study the processes underlying impression formation and person memory. We offer an organized stimulus base that will enable many investigators to avoid the tedium of having to create and pretest behavioral items before conducting actual studies. However, we should caution researchers that a ready-made stimulus set can never serve as a substitute for a good research design. The trait implications of a behavior can quickly change as a function of the context in which it is presented. This, in turn, can lead to unintended and potentially confounding effects on the dependent variables of interest. To help circumvent these problems, we strongly encourage researchers to consider counterbalanced designs and stimulus replications when using any of the behaviors presented in this paper for their own experimental work.

REFERENCES

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APPENDIX

Mean Goodness, Kindness, Intelligence, and Normality Ratings for 400 Stimulus Behaviors

Behavior	Ratings												Cluster
	Goodness			Kindness			Intelligence			Normality			
	M	SD	Rank	M	SD	Rank	M	SD	Rank	M	SD	Rank	
Offered to help an elderly neighbor paint his house	9.08	1.33	1	9.38	0.86	1	7.86	1.63	36.5	6.46	2.39	107.0	1
Gave out toys to the Children's Hospital at Christmas	8.90	1.29	2	8.97	1.24	4	7.43	1.91	62.5	5.71	2.67	143	1
Helped a lost child find her parents in a store	8.85	1.33	3	8.65	1.11	11	7.69	1.76	45.5	6.80	2.01	83	1
Volunteered his time as a big brother to a fatherless child	8.72	1.93	4	9.03	1.09	3	7.11	2.15	86.5	5.57	2.38	152.5	1
Provided food and clothing for flood victims	8.64	1.90	5.5	8.76	1.80	7	7.91	1.74	34.5	6.00	2.18	125	1
Visited a nursing home to cheer up the patients	8.64	1.41	5.5	8.73	1.24	8	7.17	2.01	82.5	4.69	2.42	210.5	1
Gave food to the needy	8.62	1.73	7.5	8.60	1.71	14	7.94	1.91	32.5	6.97	2.16	76	1
Won the Nobel Peace Prize	8.62	1.90	7.5	6.76	2.06	72	9.46	1.22	2	0.80	1.53	400	3
Helped an elderly woman put in storm windows	8.54	1.68	10	8.84	1.04	5.5	7.77	1.82	40.5	6.54	2.09	98.5	1
Visited a sick friend in the hospital	8.54	1.71	10	8.30	1.08	29	7.49	2.08	54.5	8.63	1.56	14.5	1
Gave his coat to someone when it was cold	8.54	1.83	10	8.54	1.56	17	6.17	2.19	145.5	5.83	2.28	137	1

APPENDIX (Continued)

Behavior	Ratings													Cluster
	Goodness			Kindness			Intelligence			Normality				
	M	SD	Rank	M	SD	Rank	M	SD	Rank	M	SD	Rank		
Gave his balloon to a child who had let hers go	8.51	1.60	12	8.14	1.42	36.5	6.49	1.62	122	6.89	1.71	79	1	
Talked to a lonely child at the company picnic for an hour	8.49	1.55	13	8.57	1.36	15	7.77	1.90	40.5	5.23	2.10	173.5	1	
Worked on a campaign to release prisoners of war	8.46	1.88	14	8.38	1.50	28	6.86	2.09	105	3.57	2.29	294	1	
Comforted a man whose wife had recently died	8.39	1.58	15	8.40	1.54	25.5	8.00	1.75	31	8.43	1.67	22	1	
Lent money to a friend in a financial crisis	8.36	1.95	16.5	8.49	1.46	19.5	7.09	2.06	90	7.00	2.09	73.5	1	
Ranked Number 1 in his medical school class	8.36	1.98	16.5	5.89	1.54	107.5	9.77	0.60	1	1.57	2.09	391	3	
Gave money to charity	8.33	1.48	19.5	8.54	1.24	17	6.60	1.70	116	7.57	1.99	43	1	
Helped an older man carry his luggage to his car	8.33	1.64	19.5	8.49	1.26	19.5	7.54	1.92	51.5	6.57	2.00	95.5	1	
Helped a man in a wheelchair cross a busy intersection	8.33	1.60	19.5	8.84	1.21	5.5	7.54	1.79	51.5	6.31	2.01	112.5	1	
Found an expensive briefcase and tried to locate its owner	8.33	1.48	19.5	8.70	1.22	9	7.63	2.14	49	6.20	2.18	120	1	
Kept the music down for his roommates	8.31	1.42	22.5	7.65	1.64	55	7.14	1.78	84.5	7.14	1.68	63.5	1	
Worked all summer to give his parents a trip to Hawaii	8.31	1.92	22.5	9.22	0.92	2	7.40	2.25	66.5	3.26	2.68	317.5	1	
Spent time voluntarily tutoring disadvantaged students	8.28	1.70	24	8.65	1.44	11	8.14	1.61	24.5	4.49	2.04	227.5	1	
Went to the grocery store for his sick wife	8.26	2.07	25.5	8.43	1.34	22	8.06	1.81	28.5	8.49	1.70	20	1	
Shared his umbrella with someone during the rain	8.26	1.62	25.5	8.08	1.40	39.5	6.97	1.77	99.5	7.06	1.85	66	1	
Volunteered several hours a week at a runaway shelter	8.18	1.72	27.5	8.62	1.30	13	7.11	2.03	86.5	4.17	2.36	247	1	
Went out of his way to help a foreigner find the bus station	8.18	1.89	27.5	8.40	1.40	25.5	6.63	1.80	115	5.23	2.44	173.5	1	
Stayed up late helping his child with homework	8.15	1.27	29.5	8.40	1.28	25.5	8.11	1.62	26.5	7.03	1.92	70	1	
Doesn't smoke in other people's apartments	8.15	1.71	29.5	7.81	1.70	48	7.43	2.21	62.5	6.43	2.29	108.5	1	
Made breakfast for his wife on her birthday	8.13	1.40	31	8.22	1.60	33	6.40	1.94	131	8.11	1.84	28.5	1	
Offered to help a neighbor fix a fence	8.08	1.66	32	7.81	1.35	48	6.40	1.50	131	5.89	1.95	135	1	
Picked up a child so that she could see the parade	8.05	1.52	33	8.27	1.17	31	7.43	2.09	62.5	7.23	2.13	58.5	1	
Turned the lights off in a parked car	8.03	1.69	35	7.62	1.55	57.5	7.46	1.76	57.5	7.26	2.58	56	1	
Had 10 job offers upon graduating from college	8.03	2.08	35	5.81	1.61	115	8.26	1.50	20	3.89	2.45	274	4	
Was valedictorian of his graduating class	8.03	1.94	35	5.73	1.33	130	9.11	1.02	6	3.46	2.64	302	4	
Always remembers the birthdays of friends and relatives	7.92	1.51	38	7.97	1.52	43.5	7.09	1.72	90	6.51	2.49	101	1	
Helped a neighbor fix his roof	7.92	1.29	38	8.08	1.62	39.5	7.31	1.76	70.5	5.91	1.96	133	1	
Volunteered to help renovate a church	7.92	1.71	38	8.54	1.12	17	6.83	1.50	107	4.57	2.50	219	1	
Provided books to a nursing home	7.90	1.43	40.5	7.78	1.73	50	7.06	1.66	94.5	5.80	2.51	138.5	1	
Gave his seat to someone on the crowded bus	7.90	2.26	40.5	8.14	1.53	36.5	6.06	1.97	155	5.06	2.24	183.5	1	
Paid for a friend's dinner	7.87	1.51	43.5	7.86	1.53	46	5.57	1.40	189	7.74	1.76	38	1	
Helped push someone's car out of a snow bank	7.87	1.92	43.5	8.43	1.46	22	6.46	1.44	126.5	6.89	2.07	79	1	
Participated in an effort to clean up a city park	7.87	1.54	43.5	8.27	1.30	31	7.31	1.76	70.5	5.54	1.95	157.5	1	
Gave a beggar a five-dollar bill at Christmas time	7.87	1.66	43.5	8.40	1.28	25.5	6.74	1.79	111.5	5.37	1.93	166	1	
Was accepted into Harvard's Law School	7.85	2.10	46	5.89	1.56	107.5	9.43	0.98	3	3.06	2.27	325.5	4	
Volunteered to stay late to help a coworker	7.82	1.37	47	8.27	1.46	31	7.43	1.65	62.5	6.06	2.11	123	1	
Rarely misses an appointment	7.80	1.81	48.5	6.24	1.40	79.5	7.09	1.84	90	6.57	2.06	95.5	4	
Scored in the 99th percentile on the GRE Exam	7.80	2.05	48.5	5.68	1.63	134.5	9.17	1.45	5	1.77	1.59	386.5	3	
Gave someone directions	7.77	1.63	51	7.38	1.36	64.5	7.26	1.62	76.5	8.29	1.66	25	1	
Helped pick up the papers dropped by another	7.77	1.88	51	7.62	1.59	57.5	7.26	1.76	76.5	7.06	1.89	66	1	
Successfully managed his own stock market investments	7.77	1.65	51	5.43	0.93	176	8.29	1.84	19	5.54	2.43	157.5	4	
Volunteered his time for a campaign to help save the seals	7.74	1.87	53	8.16	1.24	34.5	7.43	1.89	62.5	4.23	2.29	243.5	1	
Smiled and greeted people while walking down the street	7.72	1.49	54	7.60	1.12	59	6.57	1.84	117.5	6.49	2.73	104.5	1	
Tried to involve a shy friend in social activities	7.69	1.42	56	7.65	1.36	55	7.46	1.50	57.5	7.31	1.35	52.5	1	
Bought food for everyone in the office	7.69	1.96	56	8.16	1.38	34.5	5.49	1.60	197.5	4.23	2.35	243.5	1	
Graduated magna cum laude	7.69	2.40	56	5.68	1.43	134.5	8.49	1.95	15	2.60	2.23	354.5	3	
Allowed an evicted friend to stay with him temporarily	7.67	1.95	58.5	7.65	1.89	55	6.14	2.16	148.5	6.40	2.23	110.5	1	
Had a welcoming party for some new neighbors	7.67	1.28	58.5	8.11	1.26	38	7.14	1.72	84.5	6.17	1.79	122	1	
Stopped to let another car into the line of traffic	7.64	1.77	61	7.27	1.48	66	6.06	2.01	155.5	7.20	2.10	61	1	

APPENDIX (Continued)

Behavior	Ratings												Cluster
	Goodness			Kindness			Intelligence			Normality			
	M	SD	Rank	M	SD	Rank	M	SD	Rank	M	SD	Rank	
Discovered a cheap way of producing solar energy	7.64	1.63	61	6.22	1.58	82.5	8.11	1.75	26.5	2.37	2.40	364.5	3
Put money in the meter for an unknown driver	7.64	2.31	61	7.68	2.12	52	5.71	2.30	177.5	2.23	1.90	370.5	1
Created a new computer language	7.62	2.29	63	5.95	1.67	103	9.34	0.87	4	1.49	2.47	393	3
Told the owner of a store that she gave him too much change	7.56	1.97	64	7.89	1.81	45	6.57	1.74	117.5	5.11	2.54	179	1
Gave a stranded motorist a lift to the service station	7.54	2.08	66	8.65	0.92	11	4.57	2.02	240.5	4.94	1.96	191	1
Invited an unpopular coworker to go to lunch with him	7.54	1.90	66	7.68	1.58	52	5.80	1.53	172	3.74	2.15	285	1
Sang at a prison in order to entertain the inmates	7.54	1.95	66	7.51	1.95	61.5	6.23	1.63	139	2.54	2.15	357	1
Placed first in a spelling bee	7.51	1.70	68	5.35	1.23	188.5	8.69	1.18	13	4.54	2.29	222	4
Rescued an injured kitten from a tree	7.49	2.43	69.5	8.43	1.30	22	6.71	1.93	113	5.69	2.14	145.5	1
Received a PhD in biology	7.49	2.30	69.5	5.84	1.69	113	9.00	1.19	7	3.86	2.84	276	4
Offered to show a new student around campus after class	7.44	1.76	71.5	8.05	1.20	41	7.20	1.75	80	5.46	1.95	162.5	1
Did all of the repair work on his own car	7.44	1.70	71.5	5.78	1.48	118.5	8.31	1.43	18	5.11	2.26	179	4
Fixed a friend's broken typewriter	7.41	1.83	74.5	7.57	1.28	60	7.67	1.53	47	5.51	2.31	160	1
Stuck to his diet for several weeks	7.41	2.09	74.5	5.86	1.57	110	7.06	2.07	94.5	4.89	2.35	193.5	4
Successfully defended himself in a court case	7.41	1.59	74.5	5.40	1.28	180	8.91	1.15	8.5	4.11	2.81	250.5	4
Plays five different musical instruments	7.41	1.71	74.5	5.95	1.49	103	7.49	1.31	54.5	2.54	2.32	357	3
Won a scholarship from the National Science Foundation	7.36	2.38	77	5.73	1.41	130	8.77	1.09	11.5	3.26	2.64	317.5	4
Helped a neighbor move his piano	7.31	1.56	78	8.03	1.38	42	6.03	1.92	159	6.26	2.20	115.5	1
Can speak four languages	7.28	1.81	79	5.78	1.44	118.5	8.91	1.04	8.5	1.91	1.74	383	3
Translated menu items for a foreigner in a restaurant	7.26	1.83	80	7.97	1.50	43.5	7.34	1.35	68	4.54	2.63	222	1
Took a friend out for a beer to celebrate his promotion	7.23	1.65	81.5	7.19	1.61	67	6.11	1.51	150.5	7.71	2.14	39	1
Was voted most likely to succeed by members of his class	7.23	4.58	81.5	6.78	1.95	71	7.71	1.76	43	4.66	3.02	213	4
Built a solar collector for heating water in his home	7.21	2.00	83	5.49	1.12	164.5	8.20	1.30	21	2.51	2.27	359.5	3
Won a science fiction writing award	7.08	1.49	84	5.49	1.12	164.5	7.94	1.64	32.5	3.69	2.35	289	4
Received an award for a money-saving job idea	7.05	1.40	86	6.08	1.52	87.5	7.40	1.50	66.5	4.83	2.49	197.5	4
Circulated a petition in support of civil rights	7.05	2.03	86	6.97	1.44	68.5	6.51	1.99	119.5	4.43	2.15	232	1
Let a civic group hold weekly meetings in his home	7.05	1.67	86	7.68	1.45	52	6.17	1.74	145.5	3.83	2.55	277	1
Was in the school's honor society	7.03	1.51	88.5	5.54	1.22	155	7.91	1.72	34.5	6.74	2.01	86.5	4
Spent time one summer teaching his daughter to play baseball	7.03	1.95	88.5	7.51	1.66	61.5	7.31	1.83	70.5	6.31	2.45	112.5	1
Rode his bike to work every day to help cut down pollution	6.97	1.87	90	6.70	2.25	73	7.06	2.18	94.5	3.26	2.20	317.5	4
Complimented coworkers on their clothing and appearance	6.95	2.08	91.5	7.38	1.14	64.5	6.89	1.81	104	7.03	2.27	70	1
Brushes his teeth after each meal	6.95	1.56	91.5	6.05	1.60	89.5	7.29	1.71	74	6.26	2.89	115.5	4
Vacationed in Europe with his parents	6.92	1.75	93	5.65	1.38	139	5.86	1.50	169	4.37	2.35	237.5	6
Went for a picnic in the park	6.90	1.96	94.5	5.60	1.55	146.5	5.66	1.21	184	6.77	2.13	85	6
Goes to church on a regular basis	6.90	1.93	94.5	6.08	1.48	87.5	6.49	1.67	122	7.51	2.49	45.5	4
Left food out for stray dogs	6.87	2.02	96	7.81	1.70	48	5.71	2.23	177.5	3.97	2.54	267	1
Opened the door to cool the room	6.85	1.77	97	5.76	1.28	124.5	7.09	1.56	90	8.40	1.77	24	6
Gave a lecture on astrophysics to a high school science club	6.80	1.70	99	6.65	1.27	74	8.89	1.13	10	4.49	2.75	227.5	4
Reads several classic novels every summer	6.80	1.69	99	5.51	1.24	160	7.71	1.66	43	4.43	2.37	232	4
Published an essay in a national magazine	6.80	1.87	99	5.19	0.81	209	8.77	1.31	11.5	3.23	2.66	320.5	4
Studied photography in his spare time	6.77	1.81	101.5	5.38	1.01	184.5	6.31	1.28	136	5.57	2.38	152.5	4
Beat the professor in a class argument	6.77	2.24	101.5	5.24	1.28	204	7.69	2.07	45.5	3.77	2.34	281.5	4
Dusted his living room before a party	6.72	1.45	103	6.22	1.87	82.5	6.34	1.61	135	8.83	1.51	11	6
Designed the blueprint for his home	6.69	1.52	104.5	5.38	1.36	184.5	8.40	1.06	16.5	3.80	2.45	278.5	4
Can solve the Rubik's cube in 4 minutes	6.69	1.91	104.5	5.46	0.93	170.5	6.83	2.02	107	3.71	2.16	287.5	4
Could name the capital cities of half of the United States	6.67	1.78	106.5	5.11	1.00	220	6.20	1.66	142	5.29	2.33	171	4
Has written five books	6.67	1.69	106.5	5.49	1.10	164.5	8.06	1.76	28.5	2.00	2.14	378	3
Went for a walk on the first warm day in March	6.64	1.77	109	5.76	1.48	124.5	7.31	1.81	70.5	8.54	1.69	18.5	6

APPENDIX (Continued)

Behavior	Ratings												Cluster
	Goodness			Kindness			Intelligence			Normality			
	M	SD	Rank	M	SD	Rank	M	SD	Rank	M	SD	Rank	
Left town on short notice because of his father's death	6.64	2.57	109	6.97	2.02	68.5	7.03	2.14	97	8.00	2.84	32	6
Edited and published an anthology of literary criticism	6.64	2.49	109	5.51	1.19	160	8.03	1.74	30	2.40	2.78	362	3
Put gas in the car	6.60	1.93	111	5.95	1.60	103	6.97	1.81	99.5	9.40	1.04	1	4
Stayed late in the chemistry lab to try his own experiments	6.59	1.90	112	5.78	1.40	118.5	7.51	1.77	53	4.00	2.29	263.5	4
Hit the ball at a softball game	6.56	1.89	113.5	5.57	1.32	150	5.83	1.27	170.5	8.09	1.81	30	6
Can multiply three-digit numbers in his head	6.56	1.60	113.5	5.68	1.49	134.5	7.60	1.63	50	3.89	2.97	274	4
Managed the local campaign for a presidential candidate	6.54	2.19	115	5.97	1.34	97.5	7.23	1.24	78	3.20	2.45	322.5	4
Laughed at a friend's joke even though it wasn't funny	6.51	1.54	118.5	7.43	1.44	63	5.49	1.56	197.5	7.86	1.94	34.5	1
Planted flowers around his home	6.51	1.45	118.5	6.11	1.37	85.5	5.69	1.81	180.5	7.43	2.12	49	6
Attends many drama performances	6.51	1.65	118.5	5.54	1.30	155	6.37	1.22	133.5	5.26	1.98	172	4
Set the curve on the history exam	6.51	2.09	118.5	5.05	1.81	231.5	7.86	2.17	36.5	5.09	2.83	181.5	4
Developed a complex filing system for his company	6.51	1.95	118.5	5.76	1.23	124.5	8.40	1.65	16.5	4.03	2.32	258.5	4
Knew which wild plants are edible or poisonous	6.51	1.25	118.5	5.95	1.33	103	7.20	1.30	80	3.34	2.10	312	4
Went to Ft. Lauderdale for a wintertime vacation	6.49	1.70	123	5.86	1.60	110	6.14	1.72	148.5	7.54	2.34	44	6
Won a chess tournament	6.49	1.57	123	5.14	0.89	216.5	8.14	1.40	24.5	3.94	2.24	269	4
Gave up smoking at the age of 14	6.49	2.50	123	6.05	1.62	89.5	6.97	2.45	99.5	3.31	3.08	315	4
Was consulted by a local company for his ideas on a project	6.44	1.47	125	5.46	1.10	170.5	8.17	1.07	22.5	5.03	2.56	185	4
Received an honorable mention at a science fair	6.41	1.46	126.5	5.57	1.26	150	7.66	1.61	48	5.57	2.13	152.5	4
Swam 20 laps during lunch hour	6.41	1.43	126.5	5.57	1.19	150	6.23	1.75	139	4.03	2.33	258.5	6
Told a joke at a party	6.36	1.58	129	5.65	1.38	139	5.31	0.72	208	8.23	1.65	27	6
Runs a mile every day	6.36	1.35	129	5.54	1.10	155	6.46	1.92	126.5	5.31	2.40	170	4
Repaired a digital clock	6.36	2.02	129	5.43	0.69	176	7.09	1.04	90	3.74	2.28	285	4
Went for a summer vacation in Colorado	6.31	1.49	132	5.86	1.44	110	5.94	1.59	165.5	6.23	2.49	117.5	6
Tried out for the lead in a play	6.31	1.49	132	5.51	1.54	160	6.29	1.41	137	6.20	2.00	120	4
Sailed his boat across Lake Michigan	6.31	1.40	132	5.84	1.30	113	6.46	1.50	126.5	5.49	2.94	161	4
Went on a canoe trip in New England	6.26	2.21	134.5	5.65	1.46	139	5.83	1.51	170.5	3.40	2.50	306	4
Knew the voting record of the senators from his home state	6.26	1.65	134.5	5.46	0.93	170.5	6.80	1.45	109.5	2.89	2.21	338.5	4
Went to the mountains for a vacation	6.23	1.80	137	5.68	1.53	134.5	5.51	1.81	192.5	7.03	2.22	70	6
Writes for the school newspaper	6.23	1.33	137	5.84	1.24	113	6.97	1.82	99.5	5.71	2.15	143	4
Represented his school in a debate tournament	6.23	1.22	137	6.11	1.60	85.5	6.80	1.68	109.5	5.34	2.24	168	4
Made a glass of tea after work	6.21	1.78	140	5.43	1.24	176	5.37	0.84	202.5	6.54	2.41	98.5	6
Worked in a state park for a summer	6.21	1.36	140	5.73	1.52	130	6.46	1.70	126.5	5.06	1.98	183.5	4
Was invited to present a paper to a group of faculty members	6.21	1.59	140	6.03	1.55	91.5	7.43	1.69	62.5	4.89	2.08	193.5	4
Went scuba diving off the coast of Florida	6.18	1.36	142	5.76	1.55	124.5	6.09	1.60	152.5	4.97	2.11	189.5	4
Tied his shoelaces	6.15	2.01	143.5	5.35	1.48	188.5	5.66	1.35	184	9.20	1.83	2	6
Worked in a state park for a summer	6.15	1.25	143.5	5.95	1.27	103	6.17	1.93	145.5	5.00	2.06	187	1
Went to a high school reunion	6.13	1.63	146	6.24	1.62	79.5	5.37	0.91	202.5	7.23	1.57	58.5	6
Enjoyed star-gazing on clear summer nights	6.13	1.45	146	6.19	1.60	84	6.40	1.61	131	6.97	2.23	76	6
Fixed a leaky faucet	6.13	1.44	146	6.24	1.46	79.5	6.83	2.05	107	6.71	1.92	88.5	4
Emptied the trash before leaving for class	6.10	1.68	148.5	6.81	1.70	70	6.03	1.40	159	5.34	2.58	168	6
Writes poetry in his spare time	6.10	1.47	148.5	5.62	1.42	143.5	7.46	1.52	57	4.37	1.90	237.5	4
Converts measurements to the metric system in his head	6.08	1.35	150.5	5.35	1.09	188.5	7.83	1.44	38.5	4.74	2.49	206	4
Made a presentation on efficient ways of planning activities	6.08	1.56	150.5	6.03	1.62	91.5	6.94	1.85	102.5	4.63	2.02	216	4
Went to the grocery store with his kids	6.05	1.10	152.5	6.57	1.57	75	5.49	1.34	197.5	7.06	2.03	66	1
Read <i>War and Peace</i> over spring vacation	6.05	2.10	152.5	5.40	1.36	180	6.20	2.31	142	2.94	3.07	335	4
Got a short haircut at the beginning of the summer	6.00	1.62	154.5	5.60	1.30	146.5	6.09	1.46	152.5	7.66	2.09	40	6
Often could solve murder mystery novels	6.00	1.41	154.5	5.76	1.52	124.5	6.94	1.35	102.5	5.74	2.20	140.5	4
Watched the news for tomorrow's weather forecast	5.97	1.33	157.5	5.76	1.59	124.5	6.23	1.37	139	8.57	2.45	17	4
Replaced the kitchen light bulb	5.97	1.51	157.5	5.95	1.51	103	5.66	1.14	184	8.54	1.60	18.5	6
Was considered the best card player in his dorm	5.97	0.96	157.5	5.73	1.33	130	6.06	1.45	155.5	4.34	2.43	239.5	4
Programmed a computer simulation of the Super Bowl	5.97	1.31	157.5	5.27	0.77	198.5	8.51	1.22	14	3.49	2.43	300	4

APPENDIX (Continued)

Behavior	Ratings												Cluster
	Goodness			Kindness			Intelligence			Normality			
	M	SD	Rank	M	SD	Rank	M	SD	Rank	M	SD	Rank	
Explained national budgetary policy to a colleague	5.95	1.08	160.5	6.40	1.19	76	8.17	1.20	22.5	4.17	2.33	247.5	4
Usually watches the educational television station	5.95	1.72	160.5	5.38	1.04	184.5	6.49	1.15	122	3.77	2.14	281.5	4
Visited the doctor	5.92	1.61	163	5.08	0.92	225.5	7.17	1.79	82.5	8.69	1.47	13	6
Travels to other cities as often as possible	5.92	1.35	163	5.30	0.94	194.5	6.69	1.98	114	5.20	2.18	176	6
Enjoys going to the movies on the weekend	5.92	1.38	163	5.51	0.99	160	6.00	1.63	161.5	8.43	1.56	22	6
Walked down the sidewalk in camptown	5.90	1.83	165.5	5.32	1.16	192	5.51	1.38	192.5	9.09	1.70	3	6
Visited the library several times a week	5.90	1.65	165.5	5.46	1.04	170.5	7.29	1.47	74	5.71	2.57	143	4
Oiled a squeaky door	5.87	0.95	167	6.32	1.62	77	5.63	1.48	186	7.31	2.07	52.5	6
Plays golf every week to relax	5.85	1.18	168.5	5.35	1.21	188.5	6.51	1.63	119.5	7.46	2.72	48	6
Drove for hours to hear a talk on the aerospace program	5.85	1.69	168.5	6.00	1.63	94	6.46	2.01	126.5	4.00	2.24	263.5	6
Turned out the lights before going to bed	5.82	1.34	170	5.97	1.64	97.5	5.69	1.55	180.5	9.00	2.52	5	6
Took the stairs rather than the elevator	5.82	1.32	170.5	6.00	1.41	94	6.11	1.43	150.5	5.89	2.17	135	4
Planted vegetables in a garden behind his house	5.80	1.08	172.5	5.73	1.35	130	5.97	1.64	163.5	7.89	1.76	33	6
Did crossword puzzles in his spare time	5.80	1.44	172.5	5.16	1.04	214	6.03	1.44	159	5.97	2.01	128	4
Took a nap one afternoon	5.77	1.48	174.5	5.27	1.28	198.5	5.60	1.04	187.5	8.26	1.69	26	6
Attended a class on recent developments in nuclear physics	5.77	1.61	174.5	5.46	0.99	170.5	7.83	1.82	38.5	3.89	2.68	274	4
Tried on a new shirt	5.74	1.67	176.5	5.27	0.93	198.5	5.46	0.95	200	8.89	1.78	7.5	6
Scratched his back	5.74	1.71	176.5	5.46	1.30	170.5	5.14	0.60	218	8.86	1.68	9.5	6
Bought a new car	5.72	1.05	179	5.27	1.07	198.5	6.46	1.84	126.5	7.29	2.05	54	6
Built a bookcase in his apartment	5.72	1.19	179	5.24	0.76	204	6.74	1.56	111.5	5.94	2.14	131.5	4
Chopped wood for the fireplace	5.72	1.00	179	5.97	1.32	97.5	6.00	1.85	161.5	5.80	2.10	138.5	6
Entered a lottery for tickets to the World Series	5.69	1.70	181	5.19	0.57	209.5	6.20	1.41	142	7.03	2.37	70	4
Joined two men in a frisbee game in the park	5.67	1.11	182.5	5.78	1.20	118.5	5.34	1.08	205	5.69	1.97	145.5	6
Had a suit altered by the tailor	5.67	1.48	182.5	5.00	0.47	237	5.69	1.23	180.5	7.80	2.27	36	6
Found a dollar bill outside his office door	5.64	1.11	185	5.38	1.04	184.5	5.00	1.77	228	4.20	2.75	245.5	5
Bought a new album on Monday	5.64	1.31	185	5.11	0.74	220	5.14	0.49	218	7.03	2.92	70	6
Mowed the lawn on a hot day	5.64	1.74	185	5.97	1.30	97.5	5.11	1.51	221.5	7.00	2.10	73.5	6
Saw a funny movie several times	5.62	0.99	187.5	5.51	1.19	160	5.91	1.34	167.5	7.49	1.82	47	6
Cleaned out the top drawer of his desk	5.62	1.04	187.5	5.57	1.17	150	5.74	1.15	175.5	7.20	2.59	61	6
Often takes two showers a day	5.59	1.37	189	5.49	1.24	164.5	5.51	1.76	192.5	6.40	2.12	110.5	6
Went to an out-of-town convention by train	5.56	0.94	191	5.46	1.10	170.5	5.77	1.24	173.5	4.09	2.29	253	5
Laughed at an old Woody Allen movie	5.56	1.62	191	5.78	1.27	118.5	5.29	1.15	210.5	6.57	2.67	95.5	6
Always wins at <i>Trivial Pursuit</i>	5.56	1.52	191	5.08	1.38	225.5	7.71	1.36	43	4.00	2.34	263	4
Stacked his records in a closet to save room	5.54	0.88	193.5	6.24	1.57	79.5	6.17	1.60	145.5	7.37	2.18	50	6
Wore a button with the name of his favored political candidate	5.54	1.17	193.5	5.62	1.48	143.5	5.77	1.56	173.5	6.63	1.97	91	6
Sang Top-40 songs in the shower	5.51	1.32	195	5.32	1.45	192	4.86	2.03	233	6.60	2.76	92.5	6
Sharpened his pencil	5.49	1.32	199.5	5.11	0.66	220	5.06	1.55	225.5	9.06	1.24	4	6
Caught three trout on a weekend fishing trip	5.49	1.32	199.5	5.08	1.04	225.5	5.20	1.73	213.5	7.26	1.84	56	6
Bought vegetables at a farmer's market	5.49	1.17	199.5	5.65	0.92	139	6.06	1.78	155.5	6.86	2.24	81	6
Finished his girlfriend's dessert at a restaurant	5.49	1.43	199.5	5.00	1.18	237	4.86	1.17	233	6.80	2.27	83	6
Watched a thunderstorm from his front porch	5.49	1.00	199.5	5.40	1.12	180	5.11	1.05	221.5	6.51	2.28	101	6
Played poker once a month with several friends	5.49	0.94	199.5	5.78	1.48	118.5	5.20	1.05	213.5	6.49	2.36	104.5	6
Ate an apple every day	5.49	0.89	199.5	5.24	0.80	204	5.94	1.81	165.5	5.57	3.01	152.5	4
Reads <i>The New York Times</i> and <i>The Wall Street Journal</i> daily	5.49	0.94	199.5	5.17	0.96	212	7.46	1.46	57.5	5.54	2.32	157.5	4
Mailed a letter at the post office	5.44	1.12	205	5.57	1.34	150	5.49	1.60	197.5	8.89	1.76	7.5	6
Hung his poster on the wall	5.44	2.01	205	5.19	1.05	209.5	5.20	1.05	213.5	7.86	2.93	34.5	6
Went swimming at a friend's house	5.44	0.97	205	5.54	1.41	155	5.60	1.50	187.5	6.97	2.09	76	6
Went ice skating in the park	5.41	1.16	208	5.62	1.30	143.5	5.31	1.34	208	7.26	2.34	56	6
Polished the chrome on his bicycle	5.41	0.60	208	5.62	1.36	143.5	5.51	1.07	192.5	5.97	2.68	128	6
Subscribes to several technical journals	5.41	1.04	208	5.08	0.92	225.5	7.20	1.23	80	4.57	2.55	219	4
Parked his car at a parking meter	5.39	1.09	210	5.95	1.65	103	5.97	1.51	163.5	8.63	1.90	14.5	6
Took his clothes to a nearby laundromat	5.36	0.96	211	5.40	1.40	180	5.74	1.72	175.5	7.34	1.63	51	6
Washed his car	5.33	0.62	213	5.24	0.68	204	5.51	1.95	192.5	8.86	1.61	9.5	6
Replaced the ribbon on his typewriter	5.33	0.81	213	5.65	1.32	139	5.91	1.65	167.5	7.51	2.21	45.5	6
Uses literary allusions during conversations at parties	5.33	1.53	213	5.05	0.70	231.5	6.37	1.68	133.5	4.71	2.23	208.5	4
Took off his glasses	5.28	1.23	215	5.14	0.42	216.5	5.09	0.74	224	8.71	1.69	12	6
Ordered spicy food in a Chinese restaurant	5.26	1.33	216	5.30	1.18	194.5	4.83	1.51	236	4.83	2.89	197.5	5
Watched football on television	5.23	0.63	219	5.27	1.02	198.5	5.17	1.15	216	8.60	1.58	16	6

APPENDIX (Continued)

Behavior	Ratings												Cluster
	Goodness			Kindness			Intelligence			Normality			
	M	SD	Rank	M	SD	Rank	M	SD	Rank	M	SD	Rank	
Ate a cheeseburger for lunch	5.23	1.53	219	5.11	0.99	220	4.97	0.89	229	8.11	2.42	28.5	6
Bought popcorn at a basketball game	5.23	0.90	219	5.54	1.14	155	5.29	1.67	210.5	7.77	2.39	37	6
Bought a remote control for his television set	5.23	0.71	219	5.16	0.83	214	5.14	1.12	218	7.14	1.80	63.5	6
Watched an old western on the late show	5.23	1.97	219	5.03	0.44	235	5.11	1.02	221.5	6.89	1.80	79	6
Referred to common medicines by their chemical names	5.18	1.62	222	5.19	1.00	209.5	7.29	2.11	74	3.26	1.95	317.5	4
Took his boots off after a hiking trip	5.16	0.37	223	5.08	1.59	225.5	5.51	1.34	192.5	8.06	2.58	31	6
Took the bus home from work	5.15	0.71	224	5.27	0.80	198.5	5.69	1.81	180.5	8.43	1.63	22	6
Stopped at the cookie store on his way home	5.10	0.82	225.5	5.46	1.28	170.5	4.83	1.47	236	7.20	2.10	61	6
Got up regularly at 6:00 a.m.	5.10	1.07	225.5	5.22	0.89	207	5.34	1.37	205	6.20	2.77	120	6
Called a TV station for weather information	5.08	1.35	227	4.97	0.44	241	5.31	2.20	208	5.00	2.89	187	6
Bought a coffee mug with his initials on it	5.05	1.40	228	5.24	0.72	204	4.86	1.14	233	7.60	1.75	41.5	6
Owned three pairs of sunglasses	5.03	0.96	229.5	4.97	0.37	241	5.06	1.08	225.5	6.23	2.49	117.5	6
Works geometric proofs for fun	5.03	1.86	229.5	5.11	0.88	220	7.06	2.04	94.5	2.66	2.50	351.5	4
Rides a motorcycle to work	4.97	1.68	231	4.84	0.76	260.5	5.11	2.00	221.5	5.43	2.31	164	6
Prefers to watch <i>I Love Lucy</i> rather than the news	4.92	1.87	232	5.08	1.16	225.5	4.37	1.22	247	6.49	2.55	104.5	5
Went to the zoo but left early	4.90	1.10	233	4.92	0.68	252	4.83	0.92	236	6.57	2.05	95.5	6
Watched two soap operas every weekday afternoon	4.87	1.54	234.5	5.32	1.23	192	3.77	1.42	267.5	6.71	2.40	88.5	5
Played a video game on his lunch break	4.87	1.06	234.5	5.00	1.29	237	4.57	1.69	240.5	5.97	2.09	128	5
Was very concerned about his personal appearance	4.85	1.89	237	4.92	1.52	312	5.20	1.61	251	7.60	2.23	206	6
Told a joke about a nun on a train	4.85	1.46	237	3.92	1.38	252	4.26	1.20	213.5	4.74	2.47	41.5	2
Didn't understand several jokes told by Bob Hope	4.85	1.04	237	4.97	0.44	241	4.00	1.75	255	4.34	2.31	239.5	5
Gets confused by the rules of chess	4.80	0.86	239	5.05	0.58	231.5	4.34	1.21	248	5.57	2.28	152.5	5
Attended aerobic exercise classes for only a few weeks	4.77	1.78	240.5	4.97	1.50	241	4.60	1.17	239	6.49	2.09	104.5	6
Scored low on the SAT	4.77	1.48	240.5	4.95	0.78	246	4.03	1.10	254	5.97	2.26	128	5
Bought a loaf of bread	4.74	1.31	243	5.16	0.65	214	5.34	1.81	205	8.97	2.02	6	6
Hung a famous abstract painting upside down	4.74	1.97	243	4.65	0.86	278.5	4.29	0.96	250	4.03	2.63	258.5	5
Visited a garage sale almost every Saturday	4.74	1.16	243	5.40	1.28	180	5.03	1.54	227	3.91	2.69	271	5
Had difficulty understanding the rules of soccer	4.72	1.23	245	4.97	0.83	241	3.77	1.48	267.5	4.80	1.86	200.5	5
Accidentally spilled a drink on a woman's dress	4.69	0.83	246.5	4.92	0.68	252	4.91	0.89	231	6.69	1.94	90	6
Filed a complaint against some teenagers for trespassing	4.69	1.24	246.5	3.46	1.37	323	5.43	1.74	201	5.46	1.98	162.5	2
Missed the bus because it was raining	4.59	1.50	248	4.95	0.70	246	4.11	1.26	252	5.89	2.29	135	5
Misspelled several words in letters to friends	4.46	1.00	249	5.05	0.74	231.5	4.09	0.89	253	6.43	2.39	108.5	5
Confused the name of a famous artist with a football player	4.41	1.09	250.5	4.89	0.57	256	4.49	1.12	243.5	4.51	2.80	225	5
Couldn't follow a recipe for meat loaf	4.41	1.19	250.5	4.95	0.70	246	3.51	1.22	278.5	4.46	1.88	229.5	5
Almost never reads books, but enjoys comics	4.39	1.71	252	4.95	1.05	246	4.31	1.59	249	5.60	2.17	149	5
Often sleeps only 5 hours a night	4.36	1.16	253	5.05	0.82	231.5	4.77	1.19	238	5.66	1.97	147.5	5
Asked for spare change from a couple	4.26	1.41	254	4.51	1.76	285.5	4.49	1.84	243.5	4.66	1.89	213	5
Has difficulty balancing a checkbook	4.23	1.33	255.5	4.95	0.78	246	3.74	1.38	269.5	4.77	1.85	203	5
Has difficulty understanding <i>Time</i> magazine	4.23	0.93	255.5	4.92	0.68	252	3.88	1.02	260	4.43	1.88	232	5
Did poorly on an IQ test	4.21	1.36	257.5	4.86	0.89	257.5	3.43	1.17	284.5	4.83	1.93	197.5	5
Has difficulty using his microwave oven	4.21	1.53	257.5	4.92	0.80	252	3.80	0.90	264	4.11	1.97	250.5	5
Did not vote in the presidential election	4.18	1.78	259	4.00	1.51	310	3.31	1.76	291.5	5.20	2.54	176	5
Was confused by the instructions for a new popcorn popper	4.13	1.51	261	4.92	0.89	252	3.34	1.86	289.5	4.69	2.01	210.5	5
Dropped out of high school and got a construction job	4.13	1.63	261	4.84	0.99	260.5	3.43	1.70	284.5	4.40	2.19	235	5
Has difficulty using the card catalogue in the library	4.13	1.24	261	4.73	0.73	272	3.97	1.01	256	4.26	2.36	242	5
Often uses incorrect grammar	4.10	1.07	263	4.81	0.97	264	3.83	1.48	261	6.60	2.52	92.5	5
Got lost on a trip because he couldn't read a road map	4.10	1.14	263.5	4.84	0.73	260.5	3.46	1.27	281.5	5.20	2.50	176	5
Picked up several hitch-hikers	4.08	2.32	265	6.00	2.06	94	2.03	1.50	375.5	2.66	1.94	351.5	5
Was unable to name the Vice President of the U.S.	4.05	1.41	266	4.92	0.55	252	3.26	2.13	294.5	4.40	2.79	235	5
Made a mathematical error on his income tax return	4.00	1.49	267.5	5.05	0.58	231.5	4.51	1.10	242	6.74	2.16	86.5	6
Demanded a refund at a restaurant for slow service	4.00	1.40	267.5	3.49	1.22	322	4.94	1.59	230	3.34	2.10	312	2

APPENDIX (Continued)

Behavior	Ratings												Cluster
	Goodness			Kindness			Intelligence			Normality			
	M	SD	Rank	M	SD	Rank	M	SD	Rank	M	SD	Rank	
Lost his shoes at a Japanese restaurant	3.97	1.20	269	4.27	1.48	300	3.23	1.09	296.5	2.97	2.42	333.5	5
Could not figure out how to use an adding machine	3.92	1.51	270	4.68	0.94	276	3.89	1.78	259	3.46	1.46	302.5	5
Could not remember his social security number	3.90	1.47	271	4.73	0.61	272	3.31	1.39	291.5	3.34	2.51	312	5
Mispronounces common words during conversations	3.87	1.24	272.5	4.81	0.57	264	3.60	1.14	275.5	4.03	2.43	258.5	5
Measured his biceps every week	3.87	1.56	272.5	4.57	1.09	281.5	4.40	1.38	245.5	3.60	2.08	292	5
Forgot the name of his previous employer during an interview	3.82	1.37	274	4.32	0.92	294.5	3.51	1.46	278.5	5.00	2.51	187	5
Failed to follow the maintenance schedule on his car	3.80	1.36	275.5	4.70	0.97	274	3.14	1.67	301	6.51	2.19	101	5
Forgot to turn the lights out in his car	3.80	1.40	275.5	4.76	0.64	269.5	3.57	1.29	277	5.66	2.07	147.5	5
Does not know how to cook a breakfast	3.69	1.17	277.5	4.78	1.06	267	3.43	1.27	284.5	3.20	1.80	322.5	5
Accidentally wore his bedroom slippers to work	3.69	1.36	277.5	4.54	1.14	283.5	2.51	1.54	341	1.69	2.13	389	5
Could not remember the birthdays of his family members	3.64	1.46	279	3.54	1.43	320.5	3.80	1.84	264	4.66	2.87	213	2
Rode his bicycle through broken glass and got a flat tire	3.62	1.41	280.5	4.22	1.46	303.5	2.03	1.76	375.5	5.40	2.65	165	5
Ran into a pole because he was not watching where he was going	3.62	1.25	280.5	4.22	1.40	303.5	3.00	1.68	307.5	3.51	2.31	297.5	5
Always leaves the keys in his car	3.59	1.46	282.5	4.84	1.09	260.5	1.97	1.52	378	2.89	2.01	338.5	5
Ran out of gas twice on the same trip	3.59	1.48	282.5	4.76	0.86	269.5	2.57	1.70	333.5	2.37	1.88	364.5	5
Lost his wallet at the State Fair	3.56	1.55	285.5	4.46	1.43	288	3.74	1.46	269.5	4.86	2.38	195	5
Carries a switchblade knife	3.56	2.05	285.5	3.62	1.74	317	2.91	2.23	315.5	3.57	2.56	294	5
Took the wrong bus on 2 consecutive days	3.56	1.12	285.5	4.27	1.24	300	2.94	1.47	312.5	2.89	2.04	338.5	5
Failed the written driver's license exam four times	3.56	1.60	285.5	4.62	0.92	280	2.17	1.48	365	2.77	2.10	345	5
Crammed for a math test when he was having an English test	3.54	2.18	288	4.27	1.28	300	2.29	1.66	357.5	2.14	2.30	373	5
Did not know the zip code for his address	3.51	1.45	289	4.78	1.08	267	2.17	1.69	365	2.06	2.04	374.5	5
Was unable to write a business letter	3.46	1.27	290	4.68	0.85	276	3.29	1.67	293	4.51	1.88	225	5
Pulled his dog's tail	3.41	1.60	291	2.73	1.52	328	2.17	1.69	365	3.97	2.43	267	2
Ignored his old girlfriend at a party	3.39	1.93	292	2.62	1.59	333	3.94	2.00	257.5	6.80	2.51	83	2
Still gets lost on campus after being there 2 years	3.36	2.19	293.5	4.54	1.04	283.5	2.51	1.76	341	3.91	2.94	271	5
Could not add numbers without his calculator	3.36	1.80	293.5	4.86	1.13	257.5	2.77	1.50	322	3.51	2.47	297.5	5
Watched MTV for hours every evening	3.33	1.99	296	4.81	1.35	264	3.26	1.79	294.5	4.63	2.56	216	5
Refused to let the neighborhood children play in his yard	3.33	1.87	296	2.62	1.50	333	4.40	1.65	245.5	4.63	1.68	216	2
Could not figure out how to get his car door unlocked	3.33	1.55	296	4.68	0.94	276	2.37	2.22	352	2.20	1.80	372	5
Flunked an aptitude test	3.31	1.73	298.5	4.49	1.17	287	3.20	1.71	299	3.74	2.02	285	5
Was irritated when a neighbor asked to borrow some milk	3.31	1.42	298.5	2.62	1.46	333	3.94	1.83	257.5	3.71	2.18	287.5	2
Always forgets where he put his wallet	3.28	1.55	301.5	4.78	6.58	267	3.46	1.79	281.5	4.97	1.72	189.5	5
Lost \$700 in a casino	3.28	1.76	301.5	4.73	1.22	272	2.14	1.91	369	4.40	2.50	235	5
Left the freezer door open for the entire night	3.28	1.45	301.5	3.84	1.82	314.5	2.60	1.44	331	3.03	1.89	328.5	5
Could not do his daughter's fifth-grade homework problems	3.28	1.50	301.5	4.35	1.34	292.5	2.80	1.62	319.5	2.97	2.55	333.5	5
Hit the accelerator instead of the brake and hit another car	3.26	1.39	304	4.32	1.47	294.5	3.37	2.00	288	4.57	2.05	219	5
Didn't leave a tip at the restaurant	3.23	1.35	306	2.62	1.38	333	3.80	1.37	264	5.09	1.85	181.5	2
Forgot to take his book home to study the night before a test	3.23	1.65	306	4.14	1.58	306.5	2.86	2.09	317	4.74	2.02	206	5
Drove his car the wrong way down a one-way street	3.23	1.40	306	3.95	1.63	311	2.66	1.92	328	4.20	2.36	245.5	5
Locked himself in the basement when no one was home	3.18	1.65	308	4.40	1.46	290	2.69	1.71	326.5	2.63	2.02	353	5
Yelled at the newspaper boy because he was late	3.15	1.53	309.5	2.40	1.40	342	3.49	1.62	280	4.31	1.97	241	2
Always forgets to set his alarm to wake up	3.15	1.53	309.5	4.57	1.50	281.5	2.54	1.29	336.5	3.49	1.87	300	5
Was easily persuaded by eloquent speakers	3.10	1.64	312.5	4.65	1.40	278.5	3.34	1.53	289.5	5.57	2.09	152.5	5
Sat in the wrong seat at a game, knowing that it wasn't his	3.10	1.86	312.5	2.95	1.65	325	3.80	1.98	264	5.54	2.19	157.5	2
Drove through a puddle, splashing some pedestrians	3.10	2.20	312.5	2.43	1.59	339.5	3.80	1.64	264	3.97	1.69	267	2
Cut out articles from library journals	3.10	1.92	312.5	2.68	1.90	330	3.71	2.28	271.5	2.94	1.63	335.5	2

APPENDIX (Continued)

Behavior	Ratings												Cluster
	Goodness			Kindness			Intelligence			Normality			
	M	SD	Rank	M	SD	Rank	M	SD	Rank	M	SD	Rank	
Let his dog go to the bathroom on the neighbor's yard	3.08	1.42	316	2.60	1.69	336	3.71	2.12	271.5	5.11	2.39	179	2
Laughed at a question asked by a classmate	3.08	1.86	316	2.43	1.48	339.5	2.94	2.01	312.5	4.83	2.12	197.5	2
Does not know the multiplication tables	3.08	1.61	316	4.51	1.14	285.5	2.77	1.85	322	2.69	1.95	349.5	5
Made a prank phone call	3.00	1.59	318	2.92	1.48	326	2.77	1.96	322	5.94	2.29	131.5	2
Failed to return a borrowed book for months	2.97	1.48	320	2.84	1.30	327	2.97	1.65	309.5	4.77	2.02	203	2
Scorched his face while shooting off fireworks	2.97	1.65	320	3.89	1.52	313	2.60	1.22	331	3.66	2.40	290.5	5
Went out of his way to tell strangers about his accomplishments	2.97	1.65	320	3.62	1.70	317	3.63	1.40	274	3.34	2.14	312	5
Walked into the street without checking for oncoming traffic	2.92	1.58	322	4.35	1.32	292.5	1.86	1.80	381.5	4.11	2.27	250.5	5
Refused to attend the funeral of a relative he disliked	2.87	1.64	323.5	2.40	2.17	342	3.20	1.81	299	3.77	1.97	281.5	2
Dropped his keys out the window of a moving car	2.87	2.12	323.5	4.27	1.35	300	2.63	2.03	329	1.06	1.73	397	5
Kept the windows open while running the air conditioner	2.85	1.50	326	3.84	1.46	314.5	2.46	2.16	347	2.83	1.96	342	5
Went swimming in 30° weather	2.85	1.91	326	4.30	1.35	296.5	2.09	2.12	373	1.51	1.48	392	5
Flushed his house keys down the toilet	2.85	1.63	326	4.40	1.34	290	1.69	1.73	391	1.23	1.40	396	5
Forgot to dress well for his job interview	2.82	1.36	328	4.03	1.44	309	2.23	1.14	360.5	2.40	1.90	362.5	5
Ignored a neighbor's request to borrow some tools	2.74	1.31	329.5	2.46	1.17	338	3.60	1.77	275.5	4.03	2.01	258.5	2
Does not wear a coat in extremely cold weather	2.74	1.65	329.5	4.30	1.47	296.5	1.91	1.44	379	2.60	2.20	354.5	5
Left a gas station without removing the gas nozzle from his car	2.69	1.49	331.5	4.14	1.44	306.5	2.20	2.00	362.5	3.03	2.02	328.5	5
Left his windows open while washing his car	2.69	1.75	331.5	4.40	1.54	290	1.40	1.50	395.5	2.31	2.30	366.5	5
Heckled a woman speaking on human rights	2.67	1.51	333.5	2.16	1.56	350	2.71	1.66	324.5	4.71	2.19	208.5	2
Forgot to turn off the bathroom water, flooding the house	2.67	1.49	333.5	3.62	1.60	317	2.14	2.00	369	1.94	1.77	380.5	5
"Bounced" several checks in 1 year	2.64	1.68	335	3.54	1.71	320.5	2.29	1.58	357.5	4.11	2.61	250.5	5
Laughed at a person who tripped on a curb and fell	2.62	1.84	337	1.84	1.38	362.5	2.83	1.87	318	5.74	2.58	140.5	2
Told a colleague in public that she should lose weight	2.62	1.86	337	2.00	1.62	357	2.37	1.61	352	2.29	1.51	368.5	2
Asked the same question in class three times	2.62	1.68	337	3.60	1.50	319	1.83	1.25	384	1.83	1.72	385	5
Spent money compulsively on items he didn't need	2.59	1.35	339	4.27	1.61	300	2.71	1.74	324.5	5.34	2.06	168	5
Forgot to turn the stove off before going on a trip	2.56	1.73	340	4.05	1.81	308	2.31	2.26	355	2.89	2.48	338.5	5
Refused to help a classmate with a homework assignment	2.54	1.60	341	2.22	1.57	349	3.11	1.75	303	3.23	1.77	320.5	2
Returned a birthday gift because it was too cheap	2.51	1.86	342	1.62	1.46	377	2.94	2.01	312.5	2.71	2.40	348	2
Loudly talked to a companion in a movie	2.49	1.59	343.5	2.35	1.40	346	2.69	1.73	326.5	4.54	2.31	222	2
Kicked a stray cat to get it to leave his yard	2.49	2.02	343.5	1.22	1.68	391.5	2.43	2.02	348	4.06	2.27	254.5	2
Got into a fight in a bar with an acquaintance	2.46	1.34	346	2.70	1.65	329	2.94	2.13	312.5	4.46	2.01	229.5	2
Took the neighbor's newspaper	2.46	1.90	346	2.51	1.73	337	3.20	1.55	299	3.43	1.93	304.5	2
Threw an acquaintance out of his home for disagreeing with him	2.46	2.09	346	2.32	2.12	347	2.37	1.80	352	2.74	1.56	347	2
Laughed at a little-league player who ran slowly	2.44	1.86	348.5	1.97	1.57	359	3.03	1.92	306	3.66	2.16	290.5	2
Considered himself to be an authority on all subjects	2.44	2.00	348.5	3.32	1.83	324	3.06	2.01	305	3.37	2.45	308	5
Started an argument with a coworker	2.41	1.41	350.5	2.62	1.21	333	3.40	1.70	287	6.29	2.26	114	2
Kicked his dog for eating cheese on the edge of the table	2.41	1.86	350.5	2.38	1.70	344.5	3.43	2.38	284.5	3.91	1.95	271	2
Lied to his girlfriend about not having other dates	2.39	2.65	353	2.03	1.52	355.5	2.20	2.03	362.5	6.03	2.11	124	2
Refused to help a child fix his bicycle	2.39	1.55	353	2.27	1.61	348	3.23	1.66	296.5	3.37	1.65	308	2
Refused to take phone messages for a roommate	2.39	1.98	353	1.65	1.38	373.5	2.54	1.56	336.5	2.31	1.84	366.5	2
Shoved a man who was passing out leaflets	2.31	1.64	355	1.65	1.25	373.5	2.37	1.54	352	3.00	1.93	331.5	2
Closed the elevator door before anyone else could get on	2.23	1.80	356	2.05	1.79	353	3.11	1.78	303	3.54	2.54	296	2
Ate all the food before anyone else could have any	2.21	1.91	357	2.40	1.89	342	3.66	1.81	273	4.00	2.09	263.5	2

APPENDIX (Continued)

Behavior	Ratings												Cluster
	Goodness			Kindness			Intelligence			Normality			
	M	SD	Rank	M	SD	Rank	M	SD	Rank	M	SD	Rank	
Ignored a new person in the office for several weeks	2.18	1.73	358.5	2.05	1.39	353	2.29	1.56	357.5	3.80	2.34	278.5	2
Refused to loan class notes to a friend who had been ill	2.18	1.57	358.5	1.84	1.88	362.5	2.97	1.69	309.5	2.06	1.55	374.5	2
Beat up someone smaller than him	2.15	1.65	360.5	2.05	1.90	353	2.51	1.79	341	4.77	2.68	203	2
Swore at a cashier who made an error on his bill	2.15	1.51	360.5	1.54	1.39	380	2.14	1.72	369	3.49	2.15	300	2
Stole into a parking place while someone else was backing in	2.13	1.77	362	1.81	1.39	366	2.14	1.83	369	3.57	2.06	294	2
Slammed the door in the face of a charity collector	2.05	1.89	363	1.57	1.52	378.5	2.80	1.83	319.5	4.06	2.40	254.5	2
Ridicules people behind their backs	2.00	1.99	364.5	1.68	1.92	371	2.54	1.65	336.5	5.97	2.35	128	2
Used bad language in front of children	2.00	1.43	364.5	2.38	1.60	344.5	3.11	2.06	303	4.51	2.33	225	2
Could not spell his name correctly	2.00	1.89	366	4.16	1.61	305	1.00	1.26	400	0.86	1.80	399	5
Scratched a stranger's car with his key	1.95	1.56	367	1.84	1.74	362.5	2.40	2.16	349	2.86	2.17	341	2
Stole Halloween candy	1.92	1.63	368	1.97	1.61	359	2.51	1.80	341	3.37	2.33	308	2
Refused to give his seat on the bus to an elderly woman	1.90	1.65	369	1.78	2.18	368.5	2.03	1.74	375.5	2.80	2.45	343	2
Provoked a stranger into a fight	1.87	2.11	371	1.78	1.51	368.5	1.83	1.60	384	3.06	2.20	325.5	2
Used stolen food stamps	1.87	1.75	371	1.81	1.58	366	1.77	1.77	386.5	2.23	2.10	370.5	2
Put sugar in his friend's gas tank	1.87	1.40	371	1.81	1.87	366	2.11	2.25	372.5	1.34	1.47	395	2
Hit a car and left the scene of the accident	1.85	2.18	374	1.16	1.77	394	1.49	1.65	393	3.77	2.22	281.5	2
Pushed into the front of a line at a theater	1.85	1.89	374	1.49	1.32	382.5	1.86	1.46	381.5	3.43	2.32	304.5	2
Loudly criticized the art at a community children's art show	1.85	1.83	374	2.03	1.61	355.5	3.00	2.09	307.5	1.71	1.66	388	2
Put a roach down another person's shirt	1.80	1.72	376	1.65	1.51	373.5	2.49	1.80	345	1.66	1.66	390	2
Tripped someone in the hall	1.72	1.50	377	1.84	1.68	362.5	2.37	1.66	352	3.11	2.30	324	2
Siphoned gas from a car parked on the street	1.62	1.68	378	1.65	1.25	373.5	2.54	2.05	336.5	2.43	2.20	361	2
Started a false rumor about someone	1.59	1.62	379.5	1.27	1.33	389.5	2.49	1.74	345	4.80	2.27	200.5	2
Criticized an old woman for being too slow	1.59	1.71	379.5	0.92	0.86	397	1.74	1.65	389	4.03	2.23	258.5	2
Defaced a large rock with spray paint in a public park	1.56	1.40	381	2.08	1.44	351	1.77	1.72	386.5	2.77	1.77	345	2
Spat off the balcony at the theater	1.51	1.95	382	1.97	1.66	359	2.03	1.50	375.5	3.00	1.96	331.5	2
Intentionally swerved his car to hit a squirrel	1.49	2.15	383	1.19	2.26	393	2.29	2.09	357.5	2.51	2.20	359.5	2
Ignored a woman's cry for help in lifting a baby carriage	1.41	1.33	384.5	1.57	1.80	378.5	1.83	1.69	384	2.00	1.59	378	2
Made an obscene gesture at an old lady	1.41	1.62	384.5	1.51	1.66	381	2.57	1.84	333.5	1.91	2.06	383	2
Smoked in a no-smoking section even though others complained	1.39	1.66	386	1.49	1.17	382.5	1.26	1.46	398	2.77	1.90	345	2
Broke a friend's album and neither apologized or replaced it	1.36	1.56	387	1.76	1.92	370	2.49	1.96	345	2.54	2.17	357	2
Shot a songbird with his .22 caliber rifle	1.33	1.58	388	1.32	1.97	387.5	2.14	2.06	369	2.03	2.23	376	2
Hit a dog and drove away without notifying the owner	1.31	1.51	389	1.22	1.18	391.5	2.60	1.68	331	3.03	1.71	328.5	2
Continually berated his wife in public	1.31	1.92	390	1.27	1.33	389.5	1.74	2.25	389	2.00	1.75	378	2
Refused to hold the door for a man in a wheelchair	1.31	1.76	390	1.00	1.27	396	1.46	1.46	394	1.77	1.73	386.5	2
Tricked a housewife into paying for a nonexistent magazine	1.28	1.54	392	1.35	1.78	385.5	2.91	2.63	315.5	2.29	1.87	368.5	2
Insulted a stranger by making a racial slur	1.23	1.29	393.5	1.14	1.11	395	2.23	2.18	360.5	4.91	2.58	192	2
Pulled the seat out from underneath somebody	1.23	1.25	393.5	1.38	1.38	384	1.89	1.73	380	3.34	2.41	312	2
Was arrested on suspicion of child beating	1.18	1.79	395	1.64	1.75	376	2.51	2.08	341	1.91	2.11	383	2
Turned in someone else's project under his own name	1.15	1.51	396	1.32	1.23	387.5	1.74	1.82	389	3.03	2.26	328.5	2
Sells drugs to high school students	0.92	1.66	397	1.35	1.58	385.5	1.14	1.67	399	2.69	2.41	349.5	2
Stole money and jewelry from the relatives he was living with	0.74	1.35	398	0.86	1.08	398	1.54	1.76	392	1.40	1.27	394	2
Ridiculed a handicapped child by making fun of him	0.64	0.96	399	0.73	1.15	399	1.40	2.17	395.5	1.94	1.98	380.5	2
Attempted to rape a woman who was walking down a dark street	0.51	1.57	400	0.24	0.50	400	1.37	2.00	397	1.00	1.24	398	2

Note—Rank refers to the position of the mean rating of the behavior relative to the mean ratings of the other behaviors for the same trait dimension.