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statements received from the stranger (cf. Byrne, 1969). In the studies in which this relationship was found, the order in which similar and dissimilar attitude statements were received from the stranger were randomized, with the restriction of maintaining specific proportions of similar statements for particular experimental conditions. Recently, Byrne and his associates have begun to explore the effects on attraction toward a stranger of the sequences in which the similar and dissimilar attitude statements were received.

Byrne & London (1966) held overall proportion of similar attitude statements constant and compared the effects of two sequences. In a similar-dissimilar sequence, the following numbers of similar and dissimilar attitude statements were presented within blocks of eight statements: 8-0, 7-1, 6-2, 4-4, 2-6, 1-7, 0-8. For the dissimilar-similar sequence, this pattern was reversed. The two sequences did not result in any difference in attraction measured at the end of the entire sequence.

Byrne, Lamberth, Palmer, & London (1969) varied the sequence of presentation and measured attraction after each new attitude statement was presented. They found that S's attraction to this stranger was a function of the most recent attitude statements rather than a function of the overall proportion of similar attitude statements. They concluded that "sequential effects occur in the attitude-attraction relationship when subjects make evaluative responses during the sequence [p. 76]."

An examination of the item-by-item responses collected by Byrne et al (1969) revealed that large differences in attraction responses were made when there were shifts from similar to dissimilar attitude statements or vice versa, while strength of response was relatively stable across items when no shift occurred. From further examination of item-by-item responses, it appears that with repeated presentation of similar attitude statements, there is no incremental growth in the strength of attraction. Apparently, attraction is a well-learned response which is evoked immediately in full strength at the first presentation of a similar attitude statement. Similar and dissimilar attitude statements may serve as discriminative stimuli, which control discrete responses of different strengths based on experience prior to the experiment. This would imply that, with a continuous mode of responding, previous exposure to attitude statements would have no effect on responses following later attitude statements.

Effects of previous order and proportion of similar attitude statements on attraction during a subsequent series of dissimilar statements*

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Seven groups received completed attitude questionnaires of "strangers," which were filled out by E in accordance with the Ss' responses to an initial questionnaire. Order and proportion of similar attitude statements for the first 12 statements were varied, and the effects of these variations were measured during the presentations of the subsequent 12 dissimilar statements, using a continuous mode of responding. Previous exposure to different orders and proportions had no effect on later responses. Regardless of previous experiences, different groups responded with similar strength of attraction when exposed to blocks of all similar or all dissimilar attitude statements.

Byrne and his associates have presented consistent evidence that a S's attraction toward a stranger is a positive linear function of the proportion of similar attitude

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Table 1
Mean Attraction for Each of Six Blocks of Four Statements
for Each of Seven Groups

Statements	Groups						
	100-0 (N = 13)	75 _a -0 (N = 14)	50 _a -0 (N = 10)	75 _b -0 (N = 12)	50 _b -0 (N = 10)	0-100 (N = 9)	50-50 (N = 10)
1-4	9.25	7.95	7.37	7.29	4.40	4.61	7.17
5-8	9.11	7.91	6.40	7.42	6.00	3.00	5.17
9-12	9.96	8.09	6.65	10.04	8.67	4.16	6.55
1-12	9.44	7.98	6.81	8.25	6.36	3.92	6.30
13-16	3.73	3.87	3.67	3.46	2.27	8.86	6.12
17-20	4.52	3.66	4.25	3.96	5.32	9.17	6.05
21-24	4.65	4.36	4.87	4.46	3.37	8.24	6.95
13-24	4.30	3.96	4.26	3.96	3.65	8.76	6.37
1-24	6.87	5.97	5.54	6.11	5.00	6.36	6.33

In the present study this implication was explored by varying the proportion of similarity in the first 12 statements presented and then shifting to the presentation of 12 dissimilar statements.

METHOD

The Ss were students in an introductory psychology course at Syracuse University. From the 112 students chosen for the experiment, 78 completed it. The Ss were assigned randomly to seven experimental groups. Proportion of similar attitude statements was varied for the first three conditions. These conditions were: 100% similar items for the first 12 items, 0% similar items for the last 12 items (100-0); 75% similar items for the first 12 items, with one dissimilar item in each block of four items, and 0% similar items for the last 12 items (75_a-0); and 50% similar items for the first 12 items, with two dissimilar items in each block of four items and 0% similar items for the last 12 items (50_a-0). A fourth condition, with 75% similar items for the first 12 items, differed from the 75_a-0 condition in the order of the first 12 similar items, which was 2-2, 3-1, 4-0 (75_b-0). A fifth condition, with 50% similar items for the first 12 items differed from the 50_a-0 condition in the order of similar items which was 0-4, 2-2, 4-0 (50_b-0). In a sixth condition, the first 12 items were all dissimilar and the last 12 items were all similar (0-100). The seventh condition had a proportion of 50% similar items throughout the 24 items, with two items in each block of four items being similar (50-50).

Several weeks after taking a 36-item attitude scale, Ss received a completed questionnaire in booklet form with 24 of the original 36 items. Each of the 24 attitude statements was on a separate page of the booklet, and a scale for measuring attraction was located at the bottom of each page. Responses on the questionnaire were in accordance with S's initial responses

and the experimental group to which S was assigned. The Ss were told that the experiment was a task in interpersonal judgment. After reading each item, Ss were instructed to indicate their liking for the stranger by circling 1 of 13 marks on a horizontal line labeled "like" and "dislike" at the ends. They were asked to treat each statement separately and not to return to preceding pages of the booklet or to look ahead in the booklet before recording their attraction responses.

RESULTS

Mean attraction responses for each block of four items for each of the seven groups are presented in Table 1. There were no significant changes in the attraction response over the first three blocks for the 100-0, 75_a-0, or 50_a-0 conditions. Furthermore, the magnitude of this response for each of these groups decreased to approximately the same strength when all dissimilar statements were introduced in the fourth block and the groups continued to respond at approximately the same level for the last three blocks of dissimilar statements. It should be noted that total proportion of similar attitude statements for these three groups were 75%, 56.25%, and 37.5% after the fourth block; 60%, 45%, and 30% after the fifth block; and 50%, 37.5%, and 25% after the sixth block. Despite the differences in total proportions received up to the same point, the mean attraction responses for these three groups are very similar. Previous exposure to different proportions of similar attitude statements had no effect on the strength of the attraction response when all dissimilar statements were presented.

The mean attraction responses over the first three blocks were not significantly different for the two 75-0 groups ($t = 1.26$, $df = 24$, $p < .25$), nor were these means different for the two 50-0 groups ($t = 1.32$, $df = 18$, $p < .25$). However, the means for 75_b-0 and 50_b-0 groups increased over the first three blocks, as the

proportion of similar attitude statements among the four statements in the blocks increased. It appears that the Ss in these latter two groups were responding to the most recent information.

Finally, mean attraction responses over 24 trials were compared for three groups: 100-0, 0-100, and 50-50. A one-way analysis of variance revealed no significant differences between these means [$F(2,29) = 1.98$, $p < .20$]. Thus, when the interpolated attraction responses were combined into one mean attraction response for each group, no effect of sequence was found. The mean attraction response over all 24 statements was a function of the proportion (50%) of similar attitude statements, as found by Byrne & London (1966).

DISCUSSION

The similarity in mean attraction responses for different groups when receiving all similar or all dissimilar responses is striking. Attraction as measured on a 13-point scale is about 9 for the 100-0 group for each of the first three blocks and is also about 9 for the 0-100 group for each of the last three blocks. In the third block, the 75_b-0 group received all four similar attitude statements and the magnitude of the mean for that block is also approximately 9.

In those cases where all dissimilar attitude statements are received within a block of four statements, the mean attraction response invariably is about 4. This is evident from the means in Table 1 for Group 0-100 in the first three blocks and Groups 100-0, 75_a-0, 50_a-0, 75_b-0, and 50_b-0 in the last three blocks. It is also confirmed by the mean of Group 50_b-0 in the first block, in which they received four dissimilar statements.

There is an invariability in response among groups of Ss who have had either no previous exposure to the attitudes of the stranger they are evaluating or have had exposure to varying proportions of similar attitude statements attributed to the stranger. This invariability suggests that each attitude statement is a discriminative stimulus for a well-established attraction response of a specific strength.

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