Soap Opera Viewers' Perceptions of the Real World

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SOAP OPERA VIEWERS' PERCEPTIONS OF THE REAL WORLD

BY

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ABSTRACT

The frequency of occurrence on typical soap operas of incidents such as homicide, infidelity, and mental breakdown is much greater than is the case in real life. Also, various occupations (e.g., medical profession, legal profession) are overrepresented in these programs. The present study investigated the extent to which heavy soap opera viewers are influenced by these representations. Specifically, the differences between long term soap opera viewers' and non-soap opera viewers' perceptions about people and events in the real world were investigated. The subjects were 143 male and female college students enrolled in introductory psychology courses. The subjects' perceptions of the frequency of occurrences in the general population of such events as divorce, extramarital affairs, serious accidents, deception, having illegitimate children, death by homicide, being institutionalized, working in the medical profession, and being a lawyer were measured utilizing standard survey techniques. Also, the subjects' estimates of the potential likelihood of future personal involvement in such events were measured. Results indicated
that with respect to the probability of having extramarital affairs, nonviewers are more likely to anticipate being unfaithful than viewers \([t(98) = -1.94, p < .05]\). Also, female nonviewers are more likely to predict that they will be sexually assaulted than female viewers \([t(98) = -2.23, p < .05]\). No other statistically significant results were found. The results of this study provide no strong evidence that viewing soap operas directly affects viewers conceptions of reality.
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INTRODUCTION

Television can no longer be considered to be only a trivial part of daily life or an electronic toy. Research findings have gone far to destroy the illusion that television programming is merely innocuous entertainment. While the learning it provides is mainly incidental rather than direct and formal, it is a significant part of the total acculturation process (Rubinstein, 1982). One of the most popular research topics with respect to effects of the television medium on viewer behavior has been with respect to television viewing and violent or aggressive behavior (e.g., Gerbner & Gross, 1976; Gerbner, Gross, Morgan, & Signorielli, 1980; Comstock, 1979; Eron, Huesmann, Leftkowitz, & Walder, 1972; Huesmann, 1980). This is partially due to the stimulus provided by the 1972 Surgeon General's Report on Television and Social Behavior, which was devoted almost entirely to this topic. Research has now moved beyond the violence and aggression theme and has begun to focus more on the broad panorama of possible interactions between the viewer and what is seen on the television screen. Other areas of research that have received scientific attention over the past decade include: television and cognitive/emotional development (e.g., Collins, 1982; Singer, 1982; Morgan & Gross, 1982),
television and social relations, (Glennon & Butsch, 1982; McLeod, Fitzpatrick, Glynn, & Fallis, 1982), television and health, (e.g. Gerbner, Morgan, & Signorielli, 1980), and televised social beliefs and social behavior (e.g. Greenberg, 1982; Hawkins & Pingree, 1982, Gerbner, Gross, Eleey, Jackson-Beeck, Jeffries-Fox, & Signorielli, 1977). Among the potentially damaging influences of television is the way it may shape viewers' perceptions of the real world. To the extent that the television medium portrays older people as senile and burdensome, minority groups in demeaning roles, women as passive and in subordinate positions, or an overrepresentation of doctors, lawyers, police officers, or other professionals, the young viewer, especially the heavy viewer, is seeing a distorted image of the real world.

"Cultivation analysis," a theoretical formulation by Gerbner and his colleagues, holds the central thesis that the more time a viewer spends watching television, the more likely that viewer is to see the world as it is portrayed on television. To the extent that the television world differs from the real world (and it inevitably does in its dramatic emphasis and stereotyping), those differences may be reflected in the conception of social reality held by heavy viewers. Over the past decade and a half, Gerbner and his colleagues have accumulated considerable evidence that heavy viewers are more likely than light viewers to hold
perspectives and outlooks which match what they see on television. This holds for televised violence, where the heavy viewer sees the world as a "mean and scary place" (Gerbner, 1976). It also holds for images of older people, stereotypes about sex roles, conception of family life, ideas about occupations, and attitudes about sex (Gerbner, 1976).

Although much more limited, the relationship between daytime soap operas and viewer characteristics has been examined. In a content analysis of soap operas, investigators found frequent mention of drug addiction, artificial insemination, frigidity, impotence, and incest (Waters, 1974). Katzman (1972) reported that the major problems depicted in soap operas are infidelity in marriage, other family difficulties, job-related problems, and physical disability. Another study found deceit to be the number one moral issue addressed on two popular daytime soaps, "All My Children" and "General Hospital," followed respectively by murder, premarital/extramarital sex, blackmail, drugs, divorce, rape, abortion, drinking, child obedience, child neglect, incest, illegitimacy, and bigamy (Sutherland and Siniawsky, 1982). Content analysis has also revealed that soap opera characters tend to die from violent causes, such as being shot or pushed down a flight of stairs. Homicide was the number one cause of death overall (Cassata, Skill, & Boadu, 1979). In addition to the
preponderant occurrence of these rather dismal life events, soap operas also portray certain occupational roles more frequently than others. A recent content analysis of characters' occupations in soap operas found that the medical and legal professions were particularly overrepresented. For example, one study found sixty-eight percent of all characters to be in the medical profession, with blue-collar occupations being virtually nonexistent (Rose, 1979). Although real world statistics are not available for all the themes mentioned above, those that do exist suggest that these events are grossly overrepresented on soap operas. For example, only approximately .2 percent of people in the U.S. are physicians and only one out of 10,000 die by homicide (U.S. Bureau of Census, Statistical Abstract of the United States, 1986).

Taking these content analyses into account, along with the real world data, Rothfuss-Buerkel & Mayes, (1981) examined the relationship between soap operas and perceptions about people and events in the real world. Her findings indicated that exposure to soap operas was positively and significantly correlated with subjects' estimates of the numbers of doctors and lawyers in the real world, and with the number of men and women who have had affairs, have been divorced, have had illegitimate children, and have had serious operations. Increased exposure was also associated with higher estimates of the number of women
who are housewives, who do not work at all, or who had abortions. Amount of exposure also correlated positively with estimates of the number of people who have been in jail, have committed crimes, and, somewhat ironically, with estimates of the number of people who are happy.

This research was designed to replicate and extend the findings of Rothfuss-Buerkel & Mayes. However, a different methodology for assessing the effects of soap opera viewing perceptions of the real world was used. Rothfuss-Buerkel & Mayes used a percentage estimation procedure in which subjects were asked to estimate the frequency of events which often occur on soap operas.

In the present study, subjects' perceptions of the frequency of these events in the real world were assessed by asking them to choose between two frequency estimates for a given event, both of which overestimate the actual occurrence of that event. It was presumed that if soap opera viewing biases subjects' perceptions of the real world, habitual viewers would be more likely than nonviewers to choose the higher estimate. This forced-choice procedure was developed by Gerbner and his colleagues and was demonstrated to be useful in assessing the impact of violence viewing on subjects' estimates of real world aggression (Gerbner & Gross, 1976). Secondly, the present study investigated the extent to which soap opera viewing affects peoples' conceptions of their own personal lives.
That is, are heavy viewers more likely than nonviewers to believe that events frequently portrayed on soap operas will occur at some time in the future to them? In order to investigate this possibility, subjects were also asked to rate the likelihood of occurrence in their own lives of certain events overrepresented on soap operas.
METHOD

Subjects

One hundred male and female undergraduate students between the ages of 17 to 24 and 43 male and female students over the age of 24 at the University of Central Florida enrolled in introductory psychology courses volunteered to participate in this study. Data was analyzed only if subjects fell within the 17 to 24 age range. Subjects were designated as either belonging to the "viewer" group (those who reported having watched at least one or more hours of daytime soap operas weekly over the past 12 months), or to the nonviewer group (those who reported less than one hour per week viewing over the past year) (Rothfuss-Buerkel & Mayes, 1981).

Survey

Data were collected by use of a questionnaire. This questionnaire was designed to measure several things. The first 15 items were designed to assess how the subjects estimate the probabilities of certain life events which are overrepresented on soap operas as occurring within the population in general. In order to determine whether or not an association exists between the amount of exposure to daytime serials and distorted views of the real world, respondents were asked to make a forced choice between two
incorrect answers. One of the incorrect answers was closer to the "real world" statistic, and the other was closer to the "soap opera world" statistic; however, both were overestimates. This technique was used previously by Gerbner (Gerbner & Gross, 1976) to assess perceptions of real life violence as a function of television viewing.

The second major area of the questionnaire assessed the extent to which subjects view these same events as potentially happening to them at some time in the future. In questions 16 through 30, the respondents were asked how likely it is that the following situations or events will happen to them before age 40: work in the medical profession, work in the legal profession, have an extramarital affair, divorce, have an illegitimate child, be institutionalized for an emotional problem, be happily married, have a serious accident, be murdered, attempt suicide, be blackmailed, have an unfaithful spouse; and for females only, have an abortion, be sexually assaulted, be a housewife. Subjects estimated the likelihood of these events using a 5-point continuum ranging from "not at all likely" to "very likely."

The final section of the questionnaire was designed to measure exposure to soap operas. This was obtained by having the subjects respond with either "true" or "false" to an item stating "I have watched at least one or more hours of daytime soap operas weekly for the past year." This item
was positioned randomly in the last portion of the questionnaire. Other true/false items were placed in this part of the survey in order to mask this key question. These items included: "I read the newspaper every day," "My natural parents are divorced," "I subscribe to at least one magazine," and "I watch the news about once a week." A question concerning the socioeconomic status of the respondents' family of origin was also placed in this final portion.

**Procedure**

Volunteer subjects were administered the survey in class. They were informed that the purpose of the study was to assess current life style attitudes of college students. The subjects were instructed to begin with question number one and do the rest in order. Immediately after the study, the specific purpose of the research was explained.
RESULTS

For each of forced choice questions 1 through 15, the frequency of soap opera viewers who subscribe to the "soap opera world" estimate as opposed to the frequency of the viewers who endorse the "real world" estimate was tabulated. Likewise, these frequencies were computed for nonviewers. These data were analyzed by separate $x^2$ tests. Contrary to expectations, none of these comparisons were statistically significant (see Table 1).

For questions 16 through 30, in which subjects were asked to estimate the likelihood of certain events occurring in their own lives, utilizing a 5-point continuum, the average scale score on each item for viewers and nonviewers was calculated. These data were analyzed by separate t-tests. For only two of the questions in the primary sample there was a significant difference between viewers and nonviewers. Contrary to predictions, with respect to the probability of having extramarital affairs, nonviewers were more likely to anticipate having an affair than were viewers [$t(98) = -1.94, p<.05$]. Additionally, nonviewers tended to perceive that it would be more likely that they would be institutionalized for an emotional problem than viewers [$t(98) = -1.76, p<.10$]. Although none of the other
TABLE 1
CHI-SQUARE VALUES FOR MALES AND FEMALES COMBINED
AND FOR FEMALE VIEWERS SEPARATELY

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Male and Female $x^2$</th>
<th>Female $x^2$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Out of 1,000 people in the U.S., how many are physicians?</td>
<td>.331</td>
<td>.294</td>
</tr>
<tr>
<td>Out of 100 physicians, how many work fulltime in a hospital?</td>
<td>1.315</td>
<td>6.180***</td>
</tr>
<tr>
<td>Out of 1,000 people in the U.S., how many are lawyers?</td>
<td>.297</td>
<td>.472</td>
</tr>
<tr>
<td>Out of 1,000 people over twelve years old in the U.S., how many report being raped?</td>
<td>.166</td>
<td>.001</td>
</tr>
<tr>
<td>Out of 1,000 persons in the U.S., how many are homicide victims?</td>
<td>1.74</td>
<td>2.27</td>
</tr>
<tr>
<td>Of all homicide victims in the U.S., what % were assaulted by firearms?</td>
<td>.006</td>
<td>.167</td>
</tr>
<tr>
<td>Out of 100 women in the U.S., how many have had abortions?</td>
<td>.807</td>
<td>.278</td>
</tr>
<tr>
<td>Out of 100 women who gave birth in the U.S. between the ages of 15 and 29, how many were not married?</td>
<td>.007</td>
<td>.099</td>
</tr>
<tr>
<td>Out of 1,000 accidental deaths in the U.S., how many were caused by an accidental fall?</td>
<td>.620</td>
<td>.113</td>
</tr>
<tr>
<td>Out of 1,000 homicides, how many are results of a romantic triangle?</td>
<td>.554</td>
<td>.036</td>
</tr>
<tr>
<td>How many U.S. residents out of 1,000 will marry this year?</td>
<td>2.14</td>
<td>3.87</td>
</tr>
<tr>
<td>How many U.S. residents out of 1,000 will get divorced this year?</td>
<td>.015</td>
<td>.072</td>
</tr>
</tbody>
</table>
Of every 10 married men, how many do you think will have an affair?  

<table>
<thead>
<tr>
<th>Male and Female x²</th>
<th>Male x²</th>
<th>Female x²</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>.007</td>
<td>.113</td>
</tr>
</tbody>
</table>

Of every 10 married women, how many do you think will have an affair?  

<table>
<thead>
<tr>
<th>Male and Female x²</th>
<th>Male x²</th>
<th>Female x²</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>.009</td>
<td>1.800</td>
</tr>
</tbody>
</table>

In general most people are deceitful.  

<table>
<thead>
<tr>
<th>Male and Female x²</th>
<th>Male x²</th>
<th>Female x²</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2</td>
<td>1.351</td>
</tr>
</tbody>
</table>

***p<.02
questions yielded significant differences in this primary sample it is interesting to note that viewers generally are more optimistic about their own futures than nonviewers, despite viewing negative events more frequently on soap operas. Specifically, they differed on questions concerning divorce, murder, blackmail, having a serious accident, and being happily married. Nonviewers tended to believe these events to be more likely than viewers (see Table 2).

However, in the primary sample, consisting of both sexes, virtually all of the male respondents were nonviewers (31 nonviewing males and 6 viewing males), while female respondents were more evenly distributed (29 nonviewing and 34 viewing females). Therefore, these differences could also be due to the discrepancy between the number of male and female viewers. Bearing in mind this discrepancy, the female data were analyzed separately.

Examination of the female questionnaires separately yielded statistical significance on only two items (see Tables 1 and 2). Nonviewing females were more apt to predict that they would be sexually assaulted than were females who watch daytime serials \( t(61) = -2.23, p<.05 \). Another statistically significant difference was found on the item concerning the number of physicians who work fulltime in hospitals. Female viewers were more likely to
### TABLE 2

MEAN SCORES AND T-VALUES FOR MALES AND FEMALES COMBINED AND FOR FEMALE VIEWERS SEPARATELY

<table>
<thead>
<tr>
<th></th>
<th>Viewers (n=40)</th>
<th>Nonviewers (n=60)</th>
<th>t-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male and female responses:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>You will work in the medical profession</td>
<td>2.87 M</td>
<td>2.63 M</td>
<td>.75</td>
</tr>
<tr>
<td>You will work in the legal profession</td>
<td>2.07 M</td>
<td>2.38 M</td>
<td>-1.14</td>
</tr>
<tr>
<td>You will have an extramarital affair</td>
<td>1.55 M</td>
<td>1.98 M</td>
<td>-1.94**</td>
</tr>
<tr>
<td>You will get divorced</td>
<td>1.75 M</td>
<td>1.96 M</td>
<td>-1.11</td>
</tr>
<tr>
<td>You will have an illegitimate child</td>
<td>1.45 M</td>
<td>1.45 M</td>
<td>0</td>
</tr>
<tr>
<td>You will be institutionalized for an emotional problem</td>
<td>1.20 M</td>
<td>1.43 M</td>
<td>-1.76*</td>
</tr>
<tr>
<td>You will be happily married</td>
<td>4.25 M</td>
<td>4.05 M</td>
<td>1.15</td>
</tr>
<tr>
<td>You will have a serious accident</td>
<td>2.70 M</td>
<td>2.86 M</td>
<td>-.87</td>
</tr>
<tr>
<td>You will be murdered</td>
<td>1.67 M</td>
<td>1.81 M</td>
<td>-.99</td>
</tr>
<tr>
<td>You will attempt suicide</td>
<td>1.20 M</td>
<td>1.26 M</td>
<td>-.05</td>
</tr>
<tr>
<td>You will be blackmailed</td>
<td>1.65 M</td>
<td>1.86 M</td>
<td>-.96</td>
</tr>
<tr>
<td>Your spouse will be unfaithful to you</td>
<td>2.22 M</td>
<td>2.23 M</td>
<td>-.04</td>
</tr>
</tbody>
</table>
| Event                                           | Viewers M (n=34) | Nonviewers M (n=29) | t-value  
|------------------------------------------------|------------------|---------------------|----------
| You will work in the medical profession        | 3.11             | 2.75                | .88      |
| You will work in the legal profession          | 1.91             | 2.37                | -1.46    |
| You will have an extramarital affair            | 1.47             | 1.72                | -1.00    |
| You will get divorced                          | 1.73             | 1.75                | -.10     |
| You will have an illegitimate child             | 1.44             | 1.31                | .63      |
| You will be institutionalized for an emotional problem | 1.23             | 1.34                | -.74     |
| You will be happily married                    | 4.23             | 5.20                | -.96     |
| You will have a serious accident               | 2.67             | 2.93                | -1.09    |
| You will be murdered                           | 1.64             | 1.68                | -.24     |
| You will attempt suicide                       | 1.20             | 1.27                | -.51     |
| You will be blackmailed                        | 1.70             | 1.65                | .20      |
| Your spouse will be unfaithful to you           | 2.26             | 2.34                | -.30     |
| You will be sexually assaulted                  | 2.14             | 2.60                | -2.23**  |
| You will be a housewife                        | 2.41             | 2.51                | -.31     |
| You will have an abortion                      | 1.58             | 1.41                | .62      |

*p < .10
**p < .05
overestimate the number of physicians who work in hospitals than were female nonviewers \( \chi^2(1, n = 63) = 6.18, p < .02 \).

Overall, there is little evidence that female viewers differ significantly from female nonviewers. It may be the case that the significant results and trends noted earlier are due to the influence of the nonviewing males. Consequently, this could be a reflection of the differences between male and female attitudes in general.
DISCUSSION

Rothfuss-Buerkel & Mayes, (1981) concluded that there appears to be an important relationship between what a person watches on daytime serials and what he or she believes to be true about those aspects of the "real world" which tend to be portrayed with exaggerated frequency on soap operas. However, in the scope of this study there is not sufficient evidence to support this finding.

There are several possible explanations for these conflicting results, the most predominant being the use of different methodologies. Rothfuss-Buerkel & Mayes used subjects' ratings on a 10-point scale of the likelihood of certain life events and correlated these scores with viewing or nonviewing. This study utilized Gerbner's forced choice method. However, there is little reason why using these different techniques would yield contrary results. A better explanation can be found by contrasting the classification of viewers and nonviewers in each of these studies. Rothfuss-Buerkel & Mayes had subjects check off, on a list of 14 shows, those programs they viewed. Exposure was measured by the number of episodes of each serial watched summed across all shows viewed in a "typical week." Those who claimed to watch at least one episode of at least one soap opera per week were defined as viewers. It is not
clear, however, if Buerkel-Rothfuss & Mayes has included those serials such as Dallas, Dynasty, and Knots Landing which are aired during prime time hours. In the present study viewers consisted of those who circled true to an item stating "I have watched at least one hour of daytime soap operas weekly for the past year." This difference in classification of viewers and the fact that out of 290 total subjects in Buerkel-Rothfuss & Mayes study 206 were viewers and 84 were nonviewers leads one to believe that night time soaps were included in her study. In comparison, in the present study, only 40 subjects were defined as viewers while 60 were nonviewers. Therefore, some of the nonviewers in the present study might actually have been classified as viewers in Buerkel-Rothfuss & Mayes study. If a substantial number of the nonviewers in the present study were actually heavy viewers of night time "soap operas", then differences between the groups would be obscured, since the character types and basic themes of night time soap operas are very similar to day time soaps.

In light of the above and focusing only on the present study results provide little support for the idea that daytime soap opera viewers perceive events in the real world differently than do nonviewers. As mentioned earlier, the trends and significant results that were noted in this study could very well be due to the difference between male and female attitudes in general. For example, a survey by
Blumstein and Schwartz (1983) found that approximately one-third of married men have extramarital affairs as compared to one-fourth of married women who engage in this activity. This trend towards more males than females having extramarital affairs was also reported over thirty years ago in the Kinsey studies (Kinsey, Pomeroy, and Martin, 1948, 1953) which found that fifty percent of married men and thirty percent of married women have sexual relations outside of their marriage.

Perhaps differences in perceptions might be found if the nonviewer category was defined so as to exclude viewers of evening soap operas. However, it is also possible that the differences Rothfuss-Buerkel & Mayes, (1981) reported would not be replicated, even if this distinction were made. It is clear, however, that future researchers should be careful to control for sex differences and to clarify soap opera "viewer" and "nonviewer" definitions. Findings in future research may be more significant if the "viewer" category was defined so as to include only those people who are heavy viewers of daytime serials, (perhaps watch a soap every weekday instead of once a week). The "nonviewer" could be classified as those people who never watch daytime or nighttime serial dramas. This could be done by using a questionnaire designed to measure the subjects overall specific television viewing habits.
Another suggestion for future researchers would be to look at a sample younger than the college age population. A younger population, such as high school females, would probably be more easily influenced by heavy soap opera viewing than would a college population, whose ideas about life are not as naive.
APPENDICES
APPENDIX A

CONSENT FOR PARTICIPATION IN PSYCHOLOGICAL RESEARCH

You are being asked to participate in research project conducted by a clinical psychology graduate student, Gayle Seese, at the University of Central Florida, under the supervision of Dr. Peggy Thomas (275-2216). This investigation is designed to explore lifestyles and attitudes of college students.

All who participate will be asked to complete the lifestyles questionnaire which will require approximately 10 minutes of your time. Questions about occupations and the probability of certain events such as rape, homicide, abortion and extra-marital affairs occurring in the population in general and at some point in the future to you will be asked.

No individual will be personally identified in this project. This consent form will be maintained separately from your questionnaire. All information will be confidential and only the experimenter and three faculty members at the University of Central Florida will have access to the data.

Following your participation the experimenter will provide a more complete description of the expected findings and respond to any questions you may have. In addition, a complete copy of this research project will be available for your inspection at the UCF library under the author's name.

You will be able to terminate your participation in this study at any time, by saying so, without negative consequences.

Signature ____________________________ Date ____________

Social Security Number ____________________________
APPENDIX B

LIFE STYLE QUESTIONNAIRE

Circle the most appropriate answer. Please begin with question #1 and do the rest in order.

1. Out of 1,000 people in the U.S., how many are physicians? 5 or 10?

2. Out of 100 physicians, how many work fulltime in a hospital? 10 or 15?

3. Out of 1,000 people in the U.S., how many are lawyers? 5 or 10?

4. Out of 1,000 people over twelve years old in the U.S., how many report being raped? 5 or 10?

5. Out of 1,000 persons in the U.S., how many are homicide victims? 5 or 10?

6. Of all homicide victims in the U.S., what % were assaulted by firearms? 60% or 70%?

7. Out of 100 women in the U.S., how many have had abortions? 5 or 10?

8. Out of 100 women who gave birth in the U.S. between the ages of 15 and 29 how many were not married? 30 or 40?

9. Out of 100,000 accidental deaths in the U.S., how many were caused by an accidental fall? 10 or 15?

10. Out of 1,000 homicides how many are results of a romantic triangle? 30 or 40?

11. How many single U.S. residents out of 1,000 will marry this year? 15 or 20?

12. How many married U.S. residents out of 1,000 will get divorced this year? 10 or 15?

13. Of every 10 married women how many do you think will have an extramarital affair? 4 or 6?

14. Of every 19 married men how many do you think will have an extramarital affair? 4 or 6?

15. In general, most people are deceitful. Agree Disagree

23
How likely do you believe the following descriptions or events will occur to you before you are forty:
(Circle the most appropriate number.)

16. You will work in the medical profession.

1
not at
2
very
3
likely
4
5

17. You will work in the legal profession.

1
not at
2
very
3
likely
4
5

18. You will have an extramarital affair.

1
not at
2
very
3
likely
4
5

19. You will get divorced.

1
not at
2
very
3
likely
4
5

20. You will have an illegitimate child.

1
not at
2
very
3
likely
4
5

21. You will be institutionalized for an emotional problem.

1
not at
2
very
3
likely
4
5

22. You will be happily married.

1
not at
2
very
3
likely
4
5
23. You will have a serious accident.

1 2 3 4 5
not at all likely very likely

24. You will be murdered.

1 2 3 4 5
not at all likely very likely

25. You will attempt suicide.

1 2 3 4 5
not at all likely very likely

26. You will be blackmailed.

1 2 3 4 5
not at all likely very likely

27. Your spouse will be unfaithful to you.

1 2 3 4 5
not at all likely very likely

FEMALES ONLY:

28. You will be sexually assaulted.

1 2 3 4 5
not at all likely very likely

29. You will be a housewife.

1 2 3 4 5
not at all likely very likely

30. You will have an abortion.

1 2 3 4 5
not at all likely very likely
FEMALES AND MALES:

31. I read the newspaper daily. True False
32. I study at least one hour every day. True False
33. I watch the news every day. True False
34. I watch the news about once a week. True False
35. I have watched at least one hour of daytime soap operas weekly for the past year. True False
36. I subscribe to a magazine. True False
37. My natural parents are divorced. True False
38. I am over 24 years old. True False
39. The socioeconomic status of my family of origin is...

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REFERENCES


