

CHAPTER 2
METHOD.



Sampling Technique

In order to obtain the representatives from every category of the sample for the comparison of the data, subjects were randomly selected from the universities which were matched on the basis of their curriculum. Cluster technique was employed for the selection of the subjects. The sampling units were the lecture classes which comprised of the students from various majors. The number of sexes and years of study of the subjects were considerably equated in the selecting process.

Sample

Three sample groups of 150 undergraduate students were selected by means of the previously specified technique from three compatible universities, i.e., Chulalongkorn University in Thailand, The National University of Singapore and Whitworth College, Spokane, Washington, U.S.A. The students in these three universities were assumed to be representatives of the population because of the commitment of these universities to the policy that all persons in their countries had equal access to the admission to the programs of study without regard to race, color, sex, social status, national origin, creed or religion. Although Whitworth College is a liberal arts college supported by the United Presbyterian Church, the religious practice is not compulsory.

The subjects were chosen from the following majors : education, sociology, business administration, accountancy, chemistry, biology, arts, history, nursing, medicine, economic and political science.

The detail about the students and their backgrounds are presented in table 2.

Table 2. The breakdown of the subjects background by sex, economic status, nationality and religious background.

Country	Sex		Income Level			Religious Background			
	Male	Female	High	Middle	Low	Buddhism	Christianity	Islam	No-religion
Thailand	65	85	43	71	36	134	12	3	1
Sigapore	69	81	25	105	20	27	83	3	37
U.S.A.	71	79	47	82	21	-	146	-	4
Total	205	245	115	258	77	161	241	6	42
	450		450			450			

Instrument

Questionnaires were employed in this study. These questionnaires were developed to find common factors of different kinds of beliefs held by university level students in Thailand, Singapore and the United States of America. The first part of the questionnaires provided information about the subjects background which included sex, religion, race and family economic status. The second part of the questionnaires attempted to draw out student's beliefs on a number of issues. The questions covered these following areas;

Human Philosophy
Cultural Values
Social Issues
Political and Economic Issues

Each area was broken down into several sub areas which stood for the beliefs we wanted to study. There were a few questions about each belief area and each belief area had a separate rating scale. The number of the questions in a particular scale varied according to the need for clarification. The questions were put forth in accordance with the standard form called the **Likert Scale**.

Construction of the Questionnaires

The first part of the questionnaire is quite simple. The subjects were asked to complete the following questions.

1. Name of College/University _____ Year of Study _____
2. Age _____
3. Sex Male _____ Female _____
4. Religious Background

_____ Buddhist	_____ Christian	_____ Muslim
_____ Jewish	_____ Hindu	Other _____

5. Race

_____ Caucasian	_____ Afro/American
_____ Mexican American	_____ Native/American
_____ Indian (Sub-Continent)	_____ Malay
_____ Thai	_____ Chinese
	_____ Other

6. Economic Background

Please estimate the combined family income to the nearest hundred dollar _____

Question number 6 as shown above was used with the Singaporean subjects. For the Thai and American subjects the format of this question was different but gave the same information (See appendix number A).

The second part of the questionnaire consisted of 67 statements about belief areas that were the focus of the study. The subjects were to read the statements provided and then check the answer they liked best in order to indicate the degree of agreement or disagreement with the statements.

The first 4 scales are statements about metaphysical and supernatural beliefs. The following tables contain the statements grouped according to the belief scales. These scales based on the basic religious elements as suggested by the work of Jerome D. Frank called "The Transcendent Religions and Humanistic Faith"¹, where he found that most of the religions have basic components of deity (God) state of human soul and the anticipation of divine providence of heaven. Also, the existence of supernatural spirits is still relevant to some cultures. All of these components are the basis for the next four scales.

TABLE 3
Scale 1: Existence of a Supreme Being (God)

Question No.	Statements
1.	Man is the only conscious being in the Universe.
9.	There is an external powerful supernatural force in the Universe
13.	There is a Supreme Being that is controlling the destiny of the Universe

¹ Jerome D. Frank "The Transcendent Religion and the Humanistic Faith" American Psychologist (August, 1977) p.120-127

TABLE 4

Scale 2 : Existence of a Soul

Question No.	Statements
5.	After death there is a continued existence of the soul.
14.	There is only a void after death.
20.	Before and after each life cycle the soul exists as spirit.

TABLE 5

Scale 3 : Existence of Heaven

Question No.	Statements
8.	There is no such place like heaven to receive our soul after death.
21.	Heaven is only an immaginary concept.
33.	There is a place in heaven for righteous people.

TABLE 6

Scale 4 : Existence of Supernatural Spirits

Question No.	Statements
6.	There are no evil spirits.
11.	When you move to a new place you must recognize the power of the existing local spirits.
19.	The spirit of our loved ones may contact us for example in our dreams from time to time.
25.	People who fail to treat spirits properly or fail to find protection from them may be harmed by them.
32.	There are gods around us who may watch over us and give us protection.

The next four scales are statements about ontological beliefs or about the nature of the human being. These questions are based in the controversial theories about mankind and whether human nature is good or bad. The statements have several psychological theories involved, starting from theories of Maslow and Rogers that human nature is quite positive to Freudian Psychodynamic theory that instinct plays a very significant part of human life, and further to Skinnerian theory that human behavior can be controlled through manipulation of environment.¹

All of these theories were put forth in the statements in the following scales.

TABLE 7

Scale 5 : Human Nature as Being of a Free Will


Question No.	Statements
2.	Humanity has the power to control its own existence.
7.	Most people have a clear idea about what is good and what is bad.
22.	People are unable to make objective judgements without being influenced by their own social and economic background.
55.	Most people, even though they know what is good are unable to do it.

TABLE 8

Scale 6 : Human Nature as Being Controlled by Environment

Question No.	Statements
10.	If you took three people who are genetically identical and have one grow up in China, one in the United States, and one in the Soviet Union, they would grow up to be three completely different people and there would be no essential similarities between them.

¹ Philip Worchel "Social Ideology and Reactions to International Events" Psychology & Social Issues, p.511



Question No.	Statements
24.	Life in Europe and Africa is completely and utterly different.
27.	The best way to teach a child of eleven years between good and bad behavior is by using external forces as punishment and reward on a day to day basis.

TABLE 9

Scale 7 : Human Nature as being Controlled by Inner Psychological Forces

Question No.	Statements
12.	Most psychologists give excessive credit to the power and influence of the unconscious on daily life
15.	Guilt, fear, and other hidden emotions have a powerful impact on our lives.
18.	Everything a person thinks or does is the result of internal drives which most people are unaware of.

TABLE 10

Scale 8 : Human Nature as Being Basically Good.

Question No.	Statements
16.	Although there are many serious problems in the world, the quality of existence continues to improve.
28.	Most people are basically honest.
29.	Everyone has their price.
36.	While technology improves the world, the world moves into more serious crises as a result of greed and selfishness.

Question No.	Statements
58.	Everyone would steal a million dollars from an insurance company if they could do it without getting caught.
62.	Eventhough civilization has developed individual human nature remains the same, essentially weak and corrupted.

The next two scales concentrate on cultural issues. Since there are so many social issues if we attempted to study them all it would make research an endless and impossible tack, so, the writer has chosen two social issues that captured the interest of many researchers as well as being relevant to the subjects' lives. The previous studies concerning these issues were presented on chapter 1. The issues are sexual morality of free sex and the issue of adolescent independence.

TABLE 11
Scale 9

Question No.	Statements
30.	Sex without long term commitment is rewarding.
37.	Sex is a normal physical activity which need not be related to long term personal emotional relationships.
41.	In order for a sexual relationship to develop to its fullest potential it should take place in a monogamous context.
63.	People who have sexual relationships without long term commitment will have inferior relationship.
66.	Sex is mostly an emotional experience which should be shared in a long term loving relationship.

TABLE 12

Scale 10 : Responsibility within the Family; Adolescent Independence

Question No.	Statements
31.	A youngster of 18 should be completely independent of his/her parents.
35.	Youngsters of 15 years of age don't really need much privacy.
39.	If a parent feels strongly about a family rule all of the children should adopt it without an argument.
43.	By the time a person is 13 or 14 years old they should have a part-time job.
49.	A 17 year old girl should be free to go somewhere with a boy without having to return home before midnight.
56.	Girls below 18 years of age should be able to buy birth control pills without consulting their parents.

The next three scales deal with social issues. Again the writer has focused on three contemporary issues. Ideal Sexual Equality, Racial Equality, and Social Change are included. These issues derived from the work of the Authoritarian Personality.

TABLE 13

SCALE 11 : Ideal Sexual Equality

Question No.	Statements
17.	Women are better at caring for children than men are.
28.	Men should do as much housework as women.

TABLE 13 (Continued)

Question No.	Statements
40.	Women are equal to men.
46.	Women should join the military.
50.	It is more natural for men to earn the most money in the family.

TABLE 14

Scale 12 : Racial Equality

Question No.	Statements
47.	Some ethnic groups like Jews and Chinese are better financiers and merchants than other groups.
48.	Multi-racial societies never have true cohesion and integration between the races.
54.	Some nations like Indonesia and Mexico have problems developing because there are certain weaknesses in their ability to structure a decent life.
59.	Native populations like the American Indians or Hill Tribes have not integrated well into society because they are not racially equipped to do so.

TABLE 15

Scale 13 : Social Change

Question No.	Statements
42.	The social order needs to change faster.
44.	It is the duty of patriotic citizens to defend the social order against those who want to attack it violently.

TABLE 15 (Continued)

Question No.	Statements
45.	The traditions of the country are good and fair to all.
51.	If a person loves his country, the most important thing he can do for it is to work hard to change it.
53.	If society doesn't have non-violent social change, violent change will soon come.

The last two issues concentrate on the central political and economic issues which are the questions about Constitutional (Democratic) versus Totalitarian rule and the economic issue of free enterprise, they are also developed from the study of the Authoritarian Personality.

TABLE 16

Scale 14 : Constitutional (Democratic) Rule versus Totalitarian Rule.

Question No.	Statements
3.	It is better to have several political parties continually challenging each other than have one group make all the decisions.
34.	It is better to have a dictatorship and have people living in harmony than to have a democratic government and have political turmoil.
52.	The best form of government is when there is one ruler who is honest and fair.
64.	The formal institutions of power, like the legislature, should contain all of the powerful elements within society or there will be no harmony in society.
67.	Political parties and elections are not effective means to solve government problems.

TABLE 17

Scale 15 : Free Enterprise

Question No.	Statements
4.	Since businessmen care only about profit, it is up to the government to protect the people.
23.	If the market is allowed to buy and sell without restriction it will mean a more efficient distribution of resources and cheaper price and higher production.
38.	Business is prohibited from doing the best it can because of too much government interference.
57.	It's best to have the government make the important decisions about the economy.
60.	If the government did not control business then business would destroy the environment just to make money.
61.	The wealthy have too much power.
65.	The government should control business more carefully.

Scoring

This questionnaire is composed of two types of questions. The first is concerned with concrete statements about various **beliefs**. They ascertain what the respondent thinks about the beliefs. The second type of statement is more contextual in nature. They attempt to develop a sense of what the respondent really believes about a particular issue as it is developed within a real-life situation.

We ask these two questions in two ways; positively and negatively. This is used so as to prevent the respondent from falling into a pattern of expressing him/herself in agreement with/or disagreement with, a majority of the statements.

The positive statements affirm the issues of belief so that if the subjects agree with the positive statement they will receive high scores. If they disagree with the positive questions they will receive low scores. Scoring will be as follows

Strongly Agree	5 Points
Agree	4 Points
Not Sure	3 Points
Disagree	2 Points
Strongly Disagree	1 Point

The scoring of negative statements will be the opposite of the above with "Strongly Agree" rating 1 Point and so on.

The following chart is an example of the break down of different types of statements used in developing Scale Number 8; Human Nature as Being Basically Good.

a) Positive and Direct Statements

- 1) Statement No. 16: Although there are many serious problems in the world the quality of existence continues to improve.
- 2) Statement No. 26: Most people are basically honest.

b) Negative and Direct Statements

- 1) Statement No. 36: While technology improves the world, the world moves into more serious crises as a result of greed and selfishness.
- 2) Statement No. 62: Eventhough civilization has developed, individual human nature remains the same, essentially weak and corrupted.

c) Negative and Contextual Statements

- 1) Statement 29: Everyone has their price.
- 2) Statement No. 58: Everyone would steal a million dollars from an insurance company if they could do it without getting caught.

The questionnaire was translated into Thai for the Thai subjects but the Singaporean and American students used the English version. All of the items in the questionnaire was corrected and approved by Assistant Professor Kasemsak Poomsriee, the present thesis advisor. The try out was done by distributing 100 questionnaires to the randomly selected Singaporean University students and 100 Thai students from Chulalongkorn University to ensure the clarity of the statements in the questionnaire. Before distributing the questionnaire to the selected subjects the questionnaire was approved by Dr. Ong Jin Hui, the head of Sociology department, Dr. Lee See Ann, the Director of Business Administration and Accountancy Department and Associate Professor Dr. Lawrence Chia of the National University of Singapore. For the American Subjects, the questionnaires were distributed through the assistance of Dr. Ron Frase, the Chaplain of Whitworth College, where the subjects were selected. The Thai students were selected from the faculty of Education, the faculty of Political Science, and the faculty of Mass Communication.

Procedure of Data Processing.

1. Give all the answers the points and arrange them into their designated scales.
2. Find the means of the scores of each scale.
3. Code all the scores onto computer key punch cards.
4. Conduct factor analysis to find patterns of the answers by using the SPSS (Statistical Packages for the Social Sciences) program for IBM 370/138 computer at Chulalongkorn University Computer Center. Factors were obtained by an orthogonal rotation by the mean of Varimax method.
5. Run one-way Analysis of Variance to test the difference among background variables (sex, income levels, nationality and religious backgrounds) in their responses to each belief scale.

6. Use Duncan's Multiple Range Test to determine the differences of all possible pairs of group means.