

CHAPTER II

METHOD AND PROCEDURE



SAMPLE

The final sample was made up of students from the University and the pre-university level who are studying in Bangkok. Only third and fourth year university students were selected and from the pre-university group, only second year students (Matayomsuksa 5) were chosen. Both pre-university and university students were included to give a wide cross-section.

As was stated in the first chapter, the examination of ethnic origin was limited to the Thai. This was done in an attempt to find out what ethnic prejudice might exist among the Thai against the Chinese. Causal factors will also be considered. Ethnic Thai is defined as being any person who for three generations is completely Thai.

The selection of the sample was done by administering the questionnaire to a great number of students. In the final part of the questionnaire the respondents were asked to state their ethnic origin and that of their parents and grandparents.

About 450 questionnaires were distributed to students of the university and pre-university level. Out of 420 completed questionnaires, about 180 respondents identified either one or both grandparents or parents as being of Chinese ethnic origin or a different ethnic origin from Thai. These respondents were therefore removed from the sample.

Besides information regarding their ethnic group (chuachad), the subject were asked to provide information about his or her age, sex, education, religion, father's occupation and family income. The characteristics of the sample are summarized in Table I and II.

TABLE I
AGE, SEX, EDUCATION AND RELIGION OF THE SAMPLE

Sample Characteristics	N	%	Sample Characteristics	N	%
Age			Sex		
16 - 17	77	33.35	Male	75	32.19
18 - 19	37	15.87	Female	158	67.81
20 - 21	28	12.02	Education		
22 - 23	44	18.87	Pre-University	114	48.93
24 - 25	28	12.02	University	119	51.07
26 - 28	19	8.15	Religion		
			Buddism	224	96.13
			Islamic	3	1.29
			Christian	6	2.58

The subjects age ranges from 16 to 28 years with a mean age of 21.6 years. Ratio of male to female is approximately 1:3. Almost half of the subjects are from pre-university and half from university. Almost the entire sample is Buddhist.

TABLE II
FATHERS' OCCUPATION AND FAMILY INCOME OF THE SAMPLE

Sample Characteristics	N	%	Sample Characteristics	N	%
Father Occupation			Family Income		
Government Official	110	47.21	1300 - 2000	30	12.88
Trading	64	27.47	2001 - 4000	97	41.63
Business	15	6.44	4001 - 6000	40	17.17
Farmer	18	7.73	6001 - 8000	17	7.29
Teacher	7	3.00	8001 - 10300	16	6.87
Lawyer	5	2.14	Unknown	33	14.16
Doctor	4	1.72			
Unknown	10	4.29			

Fathers' occupations of the subjects are mainly government officials and to a lesser extent trading and farming. The income of the family ranges from 1300 to 10300 baht per month with median income of 2268 baht.

SCALES

I. The prediction made in the first chapter was that conformity to peer groups which do not like the Chinese would lead the subject to have a negative attitude towards the Chinese. It also follows that conformity to peer groups which like the Chinese or which are neutral in their feelings toward the Chinese would not lead to a negative attitude. In order to measure this conformity, a Conformity Scale (C. Scale) was used. The C. Scale was developed by Pettigrew (13, p. 33) for use in the study of racial prejudice in the Union of South Africa.

Thirteen items out of sixteen were selected from the original C. Scale. The selection was made by considering which items would be appropriate for Thai subjects. All thirteen items were translated into Thai. This was done by translating from the original English version into Thai and then literally translating the same items word-by-word back into English without seeing the original. This was in turn checked by the author's American advisor. The Thai translation was checked and corrected by a Thai psychologist who is proficient in both Thai and English.

The thirteen items which were used in this study are the following:

1. It is better to go along with the crowd than to be a martyr.
2. When almost everyone agrees in something, there is little reason to oppose it.
3. To be successful, a group's members must act and think alike.
4. It is important for friends to have similar opinions.
5. It is more important to be loyal and conform to our own group than to try to co-operate with other groups.
6. We should alter our needs to fit society's demands rather than change society to fit our needs.
7. A good group member should agree with the other members.
8. It is not proper to express your views when in the company of people who disagree with you.
9. Before a person does something, he should try to consider how his friends will react to it.
10. A group cannot expect to maintain its identity unless its members all think and feel in very much the same way.

11. It is one's duty to conform to the passing demands of the world and to suppress those personal desires that do not fit these demands.
12. To become a success these days, a person has to act in the way that others expect him to act.
13. A person should adapt his ideas and his behavior to the group that he happens to be with at the time.

The respondents were given six categories from which they were to select one response for each of the items: slight agreement, moderate agreement, strong agreement, slight disagreement, moderate disagreement, and strong disagreement.

The C. Scale was used to determine the individual's tendency to conform and hence, the degree of peer group influence on the individual's attitudes.

In order to investigate the feelings of the individual's peer group towards the Chinese, an open-ended question was asked: "My friends think the Chinese are _____."

II. In order to measure negative feelings towards the Chinese, an Anti-Chinese Scale was used. This scale was specifically constructed for this research. The questions were based on the image the Thai people were thought to hold of the Chinese. The scale items were modelled after the Ethnocentrism Scale of The Authoritarian Personality (1) and the Anti-African Scale from Pettigrew's (12) study.

The scale items are:

1. They (the Chinese) are noisy and get excited easily, even about little things.

2. They are pushy, impolite, have poor manners, and like to talk across a person's head.
3. They are dirty and like to spit every where.
4. They are shrewd in trading and like to take advantage of their customers.
5. They are clannish and only help members of their own group.
6. They only like money no matter how they get it, even if this means trading in illegal goods, thereby causing national insecurity.
7. They try to bribe government officials for the convenience of their business and this causes corruption.
8. Most of them are not loyal to the country and they stay just to grab as much as they can.
9. They are cunning in all kinds of trade and control the economy of the nation.
10. They will take all kinds of jobs; if we are not aware of this, they will take away all the jobs.
11. They try to make themselves like the Thai people by changing their names in order to gain some privileges.
12. It is hard to know and figure out what they are thinking or planning but they do have secret movements.
13. There may be a few exceptions, but in general, the Chinese are pretty much alike.

The response choices given the respondents are those used with the C. Scale.

III. In order to test the prediction that Thai People who are high in authoritarianism will have a negative image toward the Chinese and will also be those who find it difficult to change their first impressions, the California Fascism Scale (F. Scale), was used. This scale was developed and used originally in the United States by a group of psychologists in their study of the authoritarian personality. Since then, a great many researchers have employed this instrument. The major variable underlying the items of the F. Scale include conventionalism, authoritarianism, submission, aggression, superstition and stereotypy, protectivity and sex. These were regarded as more or less basic factors related to surface attitudes. (1)

Twelve items were selected from the revised California Fascism Scale (14, p. 33-34). The selection was made by considering which items would be appropriate for the subjects and for Thai culture. Such items as "some day it will probably be shown that astrology can explain a lot of things." were left out because belief in astrology is quite common among the Thais. Hence, as a measure of authoritarianism in Thai culture, it would be inaccurate. For the same reason, items about Greek and Roman sex life, homosexuality and the American way of life were also left out.

The twelve items which were used in this study are the following:

1. Obedience and respect for authority are the most important virtues children should learn.
2. No weakness or difficulty can hold us back if we have enough will power.
3. When a person has a problem or is worried, it is best for him not to think about it but to keep busy with more cheerful things.

4. Human nature being what it is, there will always be war and conflict.
5. A person who has bad manners habits, and breeding can hardly expect to get along with decent people.
6. Nowadays when so many different kinds of people move around and mix together so much, a person has to protect himself, being especially careful not to catch an infection or a disease from them.
7. People can be divided into two distinct classes: the weak and the strong.
8. There is hardly anything lower than a person who does not full a great love, gratitude, and respect for his parents.
9. Nowadays more and more people are paying into matters that should remain personal and private.
10. Most of our social problems would be solved if we could somehow get rid of the immoral, crooked, and feeble-minded people.
11. Familiarity breeds contempt.
12. Nobody ever learned anything really important except through suffering.

The response categories and translation process used were the same as those used with the C. Scale.

The author has added two items to the F. Scale which were not included in the original scale . The two items were:

1. Money can buy everything, even the human heart.
2. The honest man is a fool.

On these two items, it was expected that the subjects would disagree: out of the 233 subjects in the sample 86% did so.

The purpose of adding these items was to prevent the person from developing a response set, which is one of the major criticisms of the F. Scale. That is, a person who scores high may do so because he developed a response set in answering on the questions in a positive (agree) manner.

By adding the above two items, the author tried to avoid such a problem.

IV. To measure how peoples' first impressions change, a First Impression Test was used. This test was specifically constructed for this research in an attempt to determine how first impressions change.

The test was composed of two stories, both of which described the action taken by a given person. Both stories were divided into three parts:

- a. A general introduction, sex of the person and a few personal characteristics.
- b. Action presumed to be "bad".
- c. Action presumed to be "good".

Each story was presented in sequence

Story one: a - b - c or

a - c - b*

Story two: a - c - b or

a - b - c*

After each part was presented, the subject would select an adjective that best described the individual portrayed in the story from a prepared list of paired adjectives. This selection was made three times for each story, once after the introduction, after the "good" action (or "bad" action), and after the "bad" action (or "good" action).

*This sequence of presentation was done in order to insure that the change that occurred was a function of the subject's personality and not a function of the story.

The pairs of adjectives given were the following:

good	_____	_____	_____	_____	_____	_____	_____	bad
clean	_____	_____	_____	_____	_____	_____	_____	dirty
cruel	_____	_____	_____	_____	_____	_____	_____	kind
dishonest	_____	_____	_____	_____	_____	_____	_____	honest
beautiful	_____	_____	_____	_____	_____	_____	_____	ugly
hot	_____	_____	_____	_____	_____	_____	_____	cold
weak	_____	_____	_____	_____	_____	_____	_____	strong
intelligent	_____	_____	_____	_____	_____	_____	_____	unintelligent
reliable	_____	_____	_____	_____	_____	_____	_____	unreliable
lazy	_____	_____	_____	_____	_____	_____	_____	diligent

The stories used were the following:

Story I

- a. Subject: a girl of eighteen or nineteen years of age, wearing a beautiful dress. She had finished the pre-university level.
- b. One night, she was wearing a colorful dress and was seen walking out of the theatre hand in hand with an old man after the late movie show.
- c. She supports her four sisters, taking care of their living and education expenses.

Story II

- a. Subject: A boy of seventeen years of age, good looking his parents are government officials. They are middle class people living in Bangkok.

- b. He got good marks in school and was well liked by his teachers and friends. He is now in Matayom eight. His future goal is to be a doctor of medicine.
- c. He is dressed in "Frank" (tight) style trousers, a red shirt, and high heel style shoes. He is walking with his group outside the movie theatre. They are 'making a pass' at the girls who walk by them.

METHOD OF GATHERING DATA

Ten groups were tested separately and an attempt was made to duplicate the procedure as fully as possible in each instance. The questionnaires were administered in the classroom and the initial instructions were as follows:

"This morning (afternoon) I would like you to answer a few questions. They are concerned with first impressions and your opinions. Please read the instructions carefully before you begin answering the questions. If you are not certain about some of the items, please write down the first thing that comes into your mind. There are, of course, no right or wrong answers. Please do not put your name on the questionnaires."

There were specific directions given at the beginning of each scale of items. While administering the questionnaire, answers to most queries concerning definitions and meanings were to the effect that responses should be in accordance with one's own interpretation of the questions. It took the subject about one hour to finish the questionnaire.