INDIVIDUAL VALUE DIFFERENCES BETWEEN MEMBERS OF BENEVOLENT
AND SOCIAL ASSOCIATIONS

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INDIVIDUAL VALUE DIFFERENCES BETWEEN MEMBERS OF BENEVOLENT AND SOCIAL ASSOCIATIONS

THESIS

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By

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# TABLE OF CONTENTS

**LIST OF TABLES**

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIST OF TABLES</td>
<td>iv</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. INTRODUCTION</td>
<td>1</td>
</tr>
<tr>
<td>Related Literature</td>
<td></td>
</tr>
<tr>
<td>Statement of the Problem</td>
<td></td>
</tr>
<tr>
<td>Rationale for the Hypotheses</td>
<td></td>
</tr>
<tr>
<td>Hypotheses</td>
<td></td>
</tr>
<tr>
<td>Definition of Terms</td>
<td></td>
</tr>
<tr>
<td>Description of Measuring Instruments</td>
<td></td>
</tr>
<tr>
<td>Limitations</td>
<td></td>
</tr>
<tr>
<td>II. METHOD</td>
<td>24</td>
</tr>
<tr>
<td>Subjects</td>
<td></td>
</tr>
<tr>
<td>Procedure</td>
<td></td>
</tr>
<tr>
<td>III. RESULTS</td>
<td>27</td>
</tr>
<tr>
<td>IV. SUMMARY</td>
<td>31</td>
</tr>
<tr>
<td>Summary</td>
<td></td>
</tr>
<tr>
<td>Conclusions</td>
<td></td>
</tr>
<tr>
<td>APPENDIX A</td>
<td>34</td>
</tr>
<tr>
<td>APPENDIX B</td>
<td>36</td>
</tr>
<tr>
<td>BIBLIOGRAPHY</td>
<td>37</td>
</tr>
<tr>
<td>Table</td>
<td>Page</td>
</tr>
<tr>
<td>-------</td>
<td>------</td>
</tr>
<tr>
<td>I. Means, Standard Deviations, and t Values for the Six Scales in the Survey of Interpersonal Values</td>
<td>27</td>
</tr>
<tr>
<td>II. Results of the Personal Information Questionnaire</td>
<td>29</td>
</tr>
</tbody>
</table>
CHAPTER I

INTRODUCTION

United States citizens are experiencing a great amount of leisure time. The problem of utilizing this time most effectively is of importance. Much of this time is spent in a passive, uncreative manner, although there are many people who do utilize their leisure time in a productive, out-going manner as members of volunteer associations. The volunteer groups that utilize this type of leisure-time activity contribute a great deal to the nation. Hospital volunteers take much of the pressure off the hospital staff. Interest groups strive for needed community projects. Social groups strengthen community ties. While recognizing that associations perform important and useful functions, it should also be noted that members of these associations promote certain personal factors beyond the obvious goals of the association. Different associations stress different types of objectives. The obvious question is whether or not the members of these associations are themselves motivated in a manner congruent to the goals of the group, or whether they manifest motives other than those promoted by the association.
Related Literature

In studies of different types of associations and variables associated with individual membership, correlates of age, sex, education, socio-economic status, community attitudes and class mobility have been found (4, 7, 15, 19, 23, 24).

The volunteer association to which a member belongs is highly correlated with his socio-economic status. The lower income levels generally participate in fraternal orders and religious groups. Prestige associations and conviviality clubs are common to the top income groups. In the broad middle class are found the fraternal, civic, service, benevolent, educational and recreational groups (23, p. 471).

College-educated women typically choose a volunteer activity that is connected with a professional society unless they are full-time homemakers, in which case they seldom belong to a professional society and usually spread their allegiance evenly among religious and ethical groups, civic and political groups, educational and youth groups. The smallest participation is involved with the benevolent associations. Ginzberg reported the satisfaction of belonging to a volunteer association was the awareness of social significance and the interpersonal contacts. Few of these women mentioned the nature of the activity as being a source of satisfaction (7, p. 67).
Consistent differences are noted between the sexes and the type of association joined. Women affiliate with religious and cultural organizations; men exceed women in fraternal and occupational associations (15).

Many studies neglect the needs and values of the participants involved. As Freeman stated, "Further explanations of membership in associations probably requires theorizing that includes not only social class mobility and community attitude variables but measures of personality needs and gratification" (6, p. 533). Thus, while recognizing that social variables affect association membership, it should also be recognized that individuals join these associations to fulfill their own needs and purposes. Sills stated, "... many of the essential characteristics of organizations stem from both the social character of their membership and the satisfactions which individuals derive from participation" (21, p. 1). Barber referred to this when he stated, as cited by Sills, "... that volunteer membership is never simply psychological willingness, but rather is always patterned by a complex of social, structural and value considerations" (2, p. 480). It would seem that specific values could be ascribed to individuals in a specific association. However, the fact that one should be suspicious of assertions ascribing certain values to individuals in particular associations is suggested by Perry's statement.
that "The key to a man's bias is not to be found in the re-
results of his action but in what he expects of it" (17, p. 212).
An error in ascribing values to individuals in associations 
may also occur when, through the development of an association,
the association develops processes which have little or 
nothing to do with the association's stated goals (13, p. 15).
Thus, the official statement of an association's goals may 
be misleading.

Individuals in certain types of associations have been 
ascribed common values without empirical basis. Concerning 
benevolent associations, Sills stated,

The assumption . . . is that most benevolent 
volunteers participate "because they share certain 
humanitarian values." They realize "needs"; "feel 
responsibility"; have dedicated themselves"; "express 
concern"; "care what happens to people in the com-
munity"; are guided by a warm and sincere desire 
to "right human wrong"; and "give their time, effort, 
and skills to make their communities a better place 
in which to live." What is the scientific status 
of such assertions? This is a difficult question 
to answer since the evidence upon which assertions 
are based is never specified (21, p. 82).

The main goal held by individuals joining social 
associations is presumably an opportunity to associate with 
like-thinking people and all that accrues from such affilia-
tion, recognition, support and friendship. The variables 
of age, education, sex, and socio-economic status that have 
been found highly correlated with different types of 
associations may well be a reflection of the basic value
differences that presumably differ with age, sex, education, and socio-economic status.

Sills cited Sherwood Fox for a classification of associations (21, p. 78). Fox's classification differentiates between majoral, minoral and medial organizations. These were the classifications used in this investigation. Majoral associations serve the interests of major institutions of society. Business, professional and agricultural associations belong to this category. Minoral associations are those associations which serve the interest of minorities. Women's clubs, fraternities and garden clubs belong to this category. Medial associations include the volunteer associations which mediate between those individuals afflicted with a disease and the medial associations.

These three types of associations differ in the manner of recruiting members (21, p. 79). Active recruitment for the majoral associations is unnecessary as membership is generally an adjunct to the performance of an occupation. Membership in a minoral association is generally a matter of individual choice. The individual in the minoral association joins and drops out as his interests dictate. Membership in medial associations is generally the result of active recruitment on the part of the association. There is no specific method voluntary health associations utilize to gain members.
Scott listed the assumed relevant functions of voluntary associations as

(1) Recruitment of members
(2) Maintenance of member allegiance
(3) Establishment of inter-member communication
(4) Effective adaptation to the wider culture in which the organization is embedded
(5) Socialization of members into the group's normative patterns
(6) Differential reward of members for differing degrees of contribution to the organization's functioning
(7) Role differentiation or division of tasks among members according to the priorities of function and according to member abilities and interests

(23, p. 87).

The relevant functions of an association may be seen to include socialization of members into group norm patterns and rewards for contributing to the association's functioning; an effective means of promoting and maintaining pertinent values of the association proper.

The present study was concerned with the medial and minoral associations. The associations herein referred to as benevolent are the medial associations; the social associations referred to herein are minoral associations.
One of the earliest psychological theories dealing with the origin and perpetuation of values was Allport's principal of functional autonomy. The principal assumes that an individual's viscerogenic motivations transfer to the external environment and secure autonomy from their original motivational base. The social values would be acquired. The demand of the infant for comfort leads to a functionally autonomous motivation for social companionship and resultant motivation to the incorporation of certain social motives (values) to assure acceptance and membership in social groups (16, p. 461).

This description of social motives was oversimplified. The social motives are much more difficult to identify than simple human motives. If a man is hungry, he will eat. The purposive behavior and subjective experience have a direct relationship (15, p. 469). For social motives, however, an individual may act in consistent ways to produce consistent results, but the subjective experience may not have a direct relationship to the behavior. For example, an individual may very much dislike social functions and yet consistently attend and act in an amiable, 'good mixer' type manner at these social functions because it is expected of him. Miller described this behavior in terms of fear and stated that many socially acquired drives, such as guilt, pride, the desire for power and the need for approval, are resistant acquired drives resulting from painful experiences (16).
A child is motivated to avoid a stove, not because he feels pain each time he nears a stove, but because he has learned to fear the stove. This child will continue to avoid a cold stove because his fear prevents him from relearning the fact that the stove is now cold. The acquired drive described by Miller has important implications for understanding social motives. Individuals may learn to avoid behavior that brings social ostracism and its accompanying anxiety and become motivated (acquired drive) to learn adaptive responses like the 'good mixer' example above. In this manner, some persons may join groups with divergent values and because they would seek to avoid the consequences of not belonging to that group. However, belonging to a group that maintains a value system similar to the individual's value system would provide a high degree of satisfaction and comfort through reinforcement of his own value system.

A value is much more than need or drive. Basically, a value is a learned attraction or repulsion felt toward something with meaning (18, p. 5). A value may range from most important to least important, from the immediate to future importance, from the imperative to the indifferent and from the individual to the social (12, p. 161). A value is not just preferred but is felt to be justified through reasoning, moral standards or aesthetic judgement (14, p. 391). The fact that an individual cannot verbalize a value held does not
disqualify it as an accepted value (14, p. 397). Kluckholm's definition of value was found to be the most appropriate for this study. "A value is a conception, explicit or implicit, distinctive of an individual or characteristic of a group, of the desirable which influences the selection from available modes, means, and ends of action" (14, p. 395). From this definition we may assume values are operative when an individual chooses to join one association over another. Although each individual has a distinctive set of values, a value may be abstracted to represent a modality more or less characteristic of some social unit and could be spoken of as a group or association value (14, p. 395).

Mead and Bass have described how values may be maintained through groups or associations (3, 22). Both also stated that individuals may belong to associations in which they play a role through conforming to the values of the group but do not adopt these as personal values. Mead defined a role as a cluster of meanings and values that direct a person's behavior in a given social setting. A person has many roles that make up most of his behavior. The groups in which highly valued roles are elicited are called reference groups. Mead defined these various roles as "Me's" and the perception of these "Me's" as a whole is termed the "I". The "I" is a personal aspect of the person and the "Me" is the response of an organism to the attitude of others. The "I" and the
"Me" have their own value categories. The "Me" values can be classed as norms, which are values held by a reference group in which the individual is a role player. The "I" values can be classed as ideals, which are the personal values of an individual. The personal values may be congruent in many aspects, as the "I" is by no means independent of cultural norms but may be independent of norm values in certain situations (22).

Bass continued along the same lines of thinking as Mead but gave greater concreteness to role conformity. Bass listed thirty-eight postulates concerning the conformity of interpersonal behavior (3). These postulates were of importance to the present study because they stressed the fact that individuals join and conform to the principles of an association for a great variety of motives, and often these motives are not the ostensible motives of the association. Some of the factors listed by Bass that are involved in the conforming behavior of the individuals in a group are these:

(1) The importance of the group, situation and the members

(2) The group goals modify the behavior of an individual

(3) Personal characteristics. Those important to this study were

a. Women conform much more than men when pressured.
b. Women are more interaction-oriented, concerned with harmonious relations, receiving social approval, being accepted as a member than are men.

c. Conformity is least for those with the least need for affiliation.

d. The self-oriented member conforms to the extent that it meets his own needs (3).

It may be easily understood that if a group is composed of many individuals giving only "Me" role conforming values to an association, one would not find the common "I" or personal values assumed to be manifested by the individuals of a certain association when testing for the personal values. Thus, a group of individuals may give the appearance of holding certain personal values in common when, in actuality, this may be role behavior.

In reference to specific types of values held by individuals in a certain type of association, Bernard Barber, cited by Sills, stated that voluntary social work had its sources in certain fundamental values of American society (21, p. 81). Williams asserted that humanitarianism is one of these major values (23, p. 399). He indicated that this is a real and persistent value that is based on religious ideas of brotherhood. Accepting humanitarianism as a major value, as Williams did, it is not hard to understand why
most associations have provisions for humanitarian services. The assumed difference between benevolent-association individuals and social-association individuals is in how much stress is placed on this value. Actually, this observation would be valid for many of the values held by different associations; as Katz and Kahn stated, "The norms and ideology of social systems shade into one another so that a distinction between associations is one of emphasis rather than uniqueness" (13, p. 52).

Sills made a typology of the reasons given by volunteers for their joining the National Foundation for Infantile Paralysis (21). This study was of significance to this investigation because the individuals in the volunteer health associations apparently were not guided by humanitarian values as was assumed. This typology was based upon recruits, not term members, as the classification supposedly contains only those attitudes and experiences prior to joining the National Foundation for Infantile Paralysis. Sills found that 18 percent of these volunteers joined as a result of personal experience with polio, and the majority of these had a sense of personal obligation to the Foundation. The remaining 82 percent had never come into contact with polio (21, p. 86). Five categories of reasons for participation in the foundation were found in this latter group. The five categories listed individually are the following (21, p. 90):
(1) Fulfill Obligations to the Community 33%
(2) Fulfill Job Obligations 26%
(3) Advance Personal Status 8%
(4) Eliminate Polio 7%
(5) Help Others 8%

These distinctions are not mutually independent, but they illustrate that in this service-oriented organization, fully 85 percent of the volunteers were apparently self-oriented and did not mention values of humanitarianism and benevolency as a reason for joining the group. Sills also determined that only 10 percent of these individuals volunteered on their own initiative—the other 90 percent joined in response to an invitation. It cannot be concluded from these observations that the majority of people joined simply because they were asked, as they had passed up opportunities to join other associations when asked. It should also be noted that many members who joined were unsure as to why they joined (21, p. 104).

A study of values of a volunteer group was made by Gordon, investigation Peace Corps Volunteer values. Peace Corps volunteer values compared with student values were found to be significantly different on Gordon's Survey of Personal Values (not published) and Survey of Interpersonal Values (10). The results of this study showed Peace Corps Volunteers place less value on being treated with kindness, on conforming to social conventions, on being thought of as important, on being orderly, and on economic or material gain.
The volunteer places greater value on doing things for other people, on being definite and decisive, on having new and varied experiences, and on accomplishing something important. The females of this study placed greater emphasis on being free to do what they wanted to do and being in a position of authority. This study was not truly commensurate with the present study but did show that the professed values of the organization are the same ones that ranked high on the value surveys.

Review of the literature clearly indicated that one should be most cautious when inferring personal values from an individual's membership in a particular association. The theories and observations reviewed indicated that individuals may belong to an association with certain stressed values and give simple role-conforming support without the stressed values playing a major part in their personal repertoire of values. The theoretical expectation, however, was that individuals would tend to join those associations which support and maintain their own value systems. The need is to determine whether there is a correlation between an association's goals, purposes and presumed values and their individual values of its members. This is a relatively artificial separation of a factor and, as Katz and Kahn stated, "Through role, normative, and value integration may be separated out for analytical purposes, they are interrelated
in an on-going organization. Nevertheless, the relative emphasis may be greater upon one component than another in different systems" (13, p. 38).

Statement of the Problem

The purpose of the present investigation was to determine if there were significant differences in the areas of interpersonal values between members of benevolent associations and members of social associations.

Rationale for the Hypotheses

The purpose of the present study was to investigate a relationship between values and association affiliation. Three hypotheses were developed from the presumption that individuals with certain values will form or join associations wherein these values may be expressed. Thus, an association's functioning or purposes are assumed to be intimately related to the values held by the participants. For interest associations, the main purpose and function is recognition and support. In this type of organization, it is the members themselves that receive the services for which the association is formed.

Hypotheses

The following hypotheses were investigated:

(1) Individuals in benevolent associations will score significantly higher on "benevolence" than those
in social associations.

(2) Individuals in social associations will score significantly higher on "support" than those in benevolent associations.

(3) Individuals in social associations will score higher on "recognition" than those in benevolent associations.

**Definition of Terms**

For the purpose of this study, the following definitions were established:

(1) **Value.** A learned attraction or repulsion felt toward something with meaning (18, p. 5). Kluckholm's definition of value was found to be the most appropriate for this study (14, p. 395). "A value is a conception, explicit, or implicit, distinctive of a group, of the desirable which influences the selection from available modes, means, and ends of action." The *Survey of Interpersonal Values* measures values through the approach of determining what an individual considers important and relating that to value. These are certain critical values "... involving the individual's relationships to other people or their relationship to him" (9, p. 3). Each individual has a distinctive set of values. However, personal
values are here abstracted to represent a modality more or less characteristic of an association's members.

(2) **Voluntary association.** A group of persons freely organized for personal, mutual interests or to achieve a common purpose.

(3) **Minoral association.** Association which serves the interests of minorities, such as women's clubs, fraternities and garden clubs.

(4) **Medial association.** Association which mediates between major segments of the population, such as Red Cross volunteers and Candy Stripers.

(5) **Benevolent association.** Medial association.

(6) **Social association.** Minoral association.

Following is a description of the associations that participated in this study.

**Flow Hospital Auxiliary:** An association dedicated to aiding the hospital perform vital functions relating to a patient's welfare. The auxiliary desires its members to be interested in the welfare of the patients and understanding of their needs. Functions under immediate supervision of hospital management.

**Denton State School Volunteers:** An association dedicated to assisting the professional staff in programs of training. The basic requirement for a volunteer is that he totally accept the residents and give unselfishly of his time and
talents. This association functions under direct supervision of state school management.

Beta Sigma Phi: An international organization for women in search of culture and social activity.

Denton Garden Club: An association for the promotion and expansion of gardens, with members interested in gardening and/or appreciative of gardens.

Hone and Hoe Garden Club: An association for those who are interested in and appreciative of the beauty of natural surroundings. The main goal is to coordinate the interests of those interested in more and better gardens.

Pythian Sisters: A social association that claims secrecy for its basic purpose. Promotes the qualities of purity, equality, fidelity, and love. Presently giving financial support to an orphan's home and a home for the aged.

Grandmothers Club: A socially oriented association providing contact with similar individuals.

Fireman's Wives Association: A social association of firemen's wives. This association promotes a variety of civic goals.

National Secretaries Association: A national association of professional secretaries providing social contact for like individuals and promoting higher standards of professional performance.

Epsilon Sigma Alpha Sorority: An association joined
together by common interests for fellowship and various social activities.

Description of Measuring Instruments

The instrument used was Gordon's Survey of Interpersonal Values (SLV) published by the Science Research Association. The test is designed to measure certain interpersonal values. These values are those that are important in an individual's personal, social and occupational adjustment. The following scales with their definitions comprise the Survey of Interpersonal Values (9).

Support: Being treated with understanding, receiving encouragement from other people, being treated with kindness and consideration.

Conformity: Doing what is socially correct; following regulations closely; doing what is accepted and proper; being a conformist.

Recognition: Being looked up to and admired; being considered important; attracting favorable notice; achieving recognition.

Independence: Having the right to do whatever one wants to do; being free to make one's own decisions; being able to do things in one's own way.

Benevolence: Doing things for other people; sharing with others; helping the unfortunate; being generous.

Leadership: Being in charge of other people; having
authority over others; being in a position of leadership or power (9, p. 1).

The SIV is a brief test requiring from ten to fifteen minutes to complete. It is self-administering; all directions are given in full on the title page of the test. The scales were developed through the use of factor analysis. The test is a forced choice questionnaire requiring the subject to indicate what is most important to him from each of thirty sets of three statements. Each set of three statements were equated for social desirability to reduce the likelihood of an individual responding by choosing favorable statements rather than to its degree of importance to him. The forced choice format reduces susceptibility to attempts at falsification and has been shown to be little affected by faking (11).

The SIV was developed using high school, college, industrial and other adult samples. The test-retest reliability coefficients were based on a group of seventy-nine college students with a ten-day interval between administrations. The reliability coefficients for the six scales range from .78 to .89. The Kuder Richardson reliability coefficients based on a sample of 186 college students ranged from .71 to .86 for the six scales (9, p. 5).

The Survey of Interpersonal Values possesses logical validity. Intercorrelations obtained between scales on the
SIV and scales on the Gordon Personal Inventory and the Gordon Personal Profile, based on a sample of 144 college students, yield the following descriptions of trait tendency associated with each value measured on the SIV (9, p. 7):

<table>
<thead>
<tr>
<th>Value</th>
<th>Trait Tendency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support</td>
<td>Non-reflective; lacking vigor; dependent; unreliable</td>
</tr>
<tr>
<td>Conformity</td>
<td>Careful; responsible</td>
</tr>
<tr>
<td>Independence</td>
<td>Non-sociable</td>
</tr>
<tr>
<td>Benevolence</td>
<td>Tolerant; understanding</td>
</tr>
<tr>
<td>Leadership</td>
<td>An original thinker; energetic; assertive; self-assured</td>
</tr>
</tbody>
</table>

Intercorrelations between scores on the SIV and scores on the College Qualification Test were obtained for a sample of 111 college students. The intercorrelations indicate the SIV scales are independent of all intelligence measures yielded by the College Qualification Test (9, p. 7).

There are sex differences in values as measured by the SIV. On the average, males score higher in Independence and Leadership; females score higher in Support, Conformity, and Benevolence. There were no noted sex differences on the Recognition scale (9, p. 7).
CHAPTER BIBLIOGRAPHY


CHAPTER II

METHOD

Subjects

The subjects selected for this study were women from two types of associations, benevolent and social. The criteria for subjects were that they be currently active, adult members of an association and available for testing. Women only were used in this study as the members of the benevolent groups were almost totally women and because value differences have been noted between the sexes, as measured by the Survey of Interpersonal Values.

Forty-two subjects were selected from two benevolent associations, and forty subjects were randomly selected from eight social associations. The benevolent association members chosen were Flow Memorial Hospital volunteers and Denton State School volunteers. The social associations were selected by random numbers from a list of fifty women's social associations listed by the Denton Chamber of Commerce. Although ten social volunteer associations were randomly selected, only eight participated in the study; one association refused participation and one was not currently active. The eight participating social associations were the following:

(1) Denton Garden Club
(2) Hope and Hope Garden Club
(3) Beta Sigma Phi Sorority
(4) Epsilon Sigma Alpha Sorority
(5) Grandmothers Club
(6) Pythian Sisters
(7) Fireman's Wives Association
(8) National Secretaries Association

Procedure

Forty-two benevolent-oriented women volunteers and forty-one socially oriented women volunteers were administered Gordon's Survey of Interpersonal Values. The survey was handed out by the administrators of the two benevolent groups who had been briefed as to the nature of the test and instructed to hand the test to each subject, asking them to read the directions before taking the test (Appendix A). The test was administered individually to the social volunteer members in their homes by the investigator. The tests were scored according to the directions given in the manual for the Survey of Interpersonal Values. The test results were subjected to a t test of significance to determine significant differences between the two groups on the six scales. The .01 level of significance was accepted as being statistically significant.

A questionnaire (Appendix B) was administered along with the Survey of Interpersonal Values.
The Survey of Interpersonal Values and the questionnaire were not signed by the participants.
CHAPTER III

RESULTS

Six $t$ tests for the means were applied to the data. These analyses were computed to test the significance of the mean differences for the two types of associations on the six scales of the Survey of Interpersonal Values. The results of the $t$ tests of significance between the means of two types of associations were significant at the .01 level for two scales, benevolence and recognition. Table I shows the results of the six $t$ tests.

TABLE I

MEANS, STANDARD DEVIATIONS, AND $t$ VALUES FOR THE SIX SCALES IN THE SURVEY OF INTERPERSONAL VALUES

<table>
<thead>
<tr>
<th></th>
<th>Benevolent Association</th>
<th>Social Association</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mean</td>
<td>S.D.</td>
</tr>
<tr>
<td>Conformity</td>
<td>20.500</td>
<td>4.078</td>
</tr>
<tr>
<td>Recognition</td>
<td>8.214</td>
<td>3.012</td>
</tr>
<tr>
<td>Independence</td>
<td>14.976</td>
<td>5.235</td>
</tr>
<tr>
<td>Benevolence</td>
<td>22.619</td>
<td>4.287</td>
</tr>
<tr>
<td>Leadership</td>
<td>6.152</td>
<td>4.060</td>
</tr>
</tbody>
</table>

*Significant beyond the .01 level
The benevolent associations valued "benevolence" significantly more than did the social associations. The social associations valued "recognition" significantly more than did the benevolent associations. The hypothesis that social associations would value "support" significantly more than would benevolence associations was not supported at the adopted level of significance, although it was significant at the .05 level for the benevolent associations.

The assumption that individual values are intimately related to a group's function and purpose has been given some credence. This does not indicate that one association's individuals value benevolence and the other does not, but rather the values shade into one another and the distinction is one of emphasis rather than uniqueness. Thus, all individuals may value benevolence and provide means in which this is supported and recognized. The difference lies in the stress placed upon benevolence. A benevolent group will actually work with a charity giving more time, energy and cathexis to this subject.

Analysis of the questionnaire showed that the members of the two types of associations differed in age by an average of ten years. The mean member age of the social association was 43.6, whereas the mean member age of the benevolent associations investigated was 53.9 years. The results of the analysis of the questionnaire data are presented in Table II.
TABLE II

RESULTS OF THE PERSONAL INFORMATION QUESTIONNAIRE

<table>
<thead>
<tr>
<th>Association</th>
<th>Mean Age</th>
<th>Marital Status</th>
<th>Employment</th>
<th>Education Level</th>
<th>Mean Memberships</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benevolent</td>
<td>53.9</td>
<td>Single 4</td>
<td>Non-Employed 35</td>
<td>College 27</td>
<td>2.69</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Widow 10</td>
<td></td>
<td>High School 13</td>
<td></td>
</tr>
<tr>
<td>Social</td>
<td>43.6</td>
<td>Single 1</td>
<td>Non-Employed 19</td>
<td>College 26</td>
<td>2.73</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Widow 2</td>
<td></td>
<td>High School 14</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Elementary 00</td>
<td></td>
</tr>
</tbody>
</table>

Average yearly earnings were not listed because a significant number of subjects refused to answer this question. Mean membership refers to the mean number of associations with which each member was associated. The mean includes auxiliary church associations but not church membership. Educational level in Table II refers to the last educational level attended.

None of the social association members named one of the benevolent associations in the study as an association in which they held membership. One of the benevolent association members was a member of one of the social associations participating in the study.

The mean ten-year difference in age between the social and benevolent associations which differ significantly on
benevolence and recognition values suggests that age is related to an individual's values. The question is raised—"What factor or factors may account for the value differences in age as noted in this investigation?" Perhaps stressed values are a function of age so that as age increases, values change in the direction noted. If this were true, the socially oriented individuals of today may be the benevolent-oriented individuals in a decade. Perhaps there is a trend in the community toward social values and away from the benevolent values stressed by the older members. The question cannot be answered from the data obtained in this study.
CHAPTER IV

SUMMARY

Summary

The purpose of the present study was to investigate the difference in interpersonal values between benevolent associations and social associations, as measured by Gordon's Survey of Interpersonal Values. A questionnaire of relevant variables was administered at the same time to ascertain in what manner the two groups differed on these variables. An association's functioning or purposes were assumed to be intimately related to the values held by the participants. It was hypothesized that

(1) The individuals in the benevolent associations will score significantly higher on benevolence than those in social associations.

(2) The individuals in the social associations will score significantly higher on support than individuals in benevolent associations.

(3) The individuals in the social associations will score significantly higher on recognition than those in the benevolent associations.

Forty-two subjects were taken from two benevolent associations, Denton State School volunteers and Flow Memorial
Hospital volunteers. These subjects were all those members of the two associations that met the criterion of an active, adult female that were available during the week of testing.

Forty randomly selected female adults, available during the seven days of testing, were chosen from eight randomly selected social volunteer associations listed by the Denton Chamber of Commerce. These associations were as follows:

1. Denton Garden Club
2. Hope and Hoe Garden Club
3. Beta Sigma Phi Sorority
4. Epsilon Sigma Alpha Sorority
5. Grandmothers Club
6. Pythian Sisters
7. Fireman's Wives Association
8. National Secretaries Association

The t test of significance revealed two significant differences at the .01 level between the two groups. In agreement with the theoretical expectations, the social associations scored significantly higher than those in the benevolent associations. Contrary to theoretical expectation, the social association did not score significantly higher on support than the benevolent associations.

The questionnaire results show the benevolent volunteer women to be ten years older on the average than social volunteer association members. The mean difference between
the two groups in employment and marriage status is probably related to the mean age difference.

Conclusions

The conclusions warranted from the data obtained in this study supported the hypotheses that benevolent and social associations differ significantly as to the stressed values held by their members on benevolence and recognition. The benevolent associations value benevolency to a significantly greater extent than do the social associations, and the social associations value recognition significantly greater than do the benevolent associations. The results support the presumption that an association's purposes are intimately related to the values held by its members. The value difference noted is a matter of the stress placed upon a value and not one of uniqueness.
SURVEY OF INTERPERSONAL VALUES

BY LEONARD V. GORDON

DIRECTIONS

In this booklet are statements representing things that people consider to be important to their way of life. These statements are grouped into sets of three. This is what you are asked to do:

Examine each set. Within each set, find the one statement of the three which represents what you consider to be most important to you. Blacken the space beside that statement in the column headed M (for most).

Next, examine the remaining two statements in the set. Decide which one of these statements represents what you consider to be least important to you. Blacken the space beside that statement in the column headed L (for least).

For every set you will mark one statement as representing what is most important to you, one statement as representing what is least important to you, and you will leave one statement unmarked.

Example

To have a hot meal at noon
To get a good night’s sleep
To get plenty of fresh air

M L

Suppose that you have examined the three statements in the example, and although all three of the statements may represent things that are important to you, you feel that “To get plenty of fresh air” is the most important to you. You would blacken the space in the column headed M (for most) beside the statement. Notice that this has been done in the example.

You would then examine the remaining two statements to decide which of these represents something that is least important to you. Suppose that “To have a hot meal at noon” is the least important to you. You would blacken the space in the column headed L (for least) next to this statement. Notice that this has been done in the example.

You would leave the remaining statement unmarked.

In some cases it may be difficult to decide which statement to mark. Make the best decision that you can. This is not a test; there are no right or wrong answers. Be sure to mark only one M (most) choice and only one L (least) choice in a set. Do not skip any sets. Answer every set. Turn this booklet over and begin.
To be a person of influence  
To be treated with kindness  
To always maintain the highest moral standards  
To be praised by other people  
To be relatively unbound by social conventions  
To work for the good of society  
To have the affection of other people  
To do things in the approved manner  
To go around doing favors for other people  
To be allowed to do whatever I want to do  
To be regarded as the leader  
To do what is socially correct  
To have others approve of what I do  
To make decisions for the group  
To share my belongings with other people  
To be free to come and go as I want to  
To help the poor and needy  
To show respect to my superiors  
To be given compliments by other people  
To be in a very responsible position  
To do what is considered conventional  
To be in charge of a group of people  
To make all of my own decisions  
To receive encouragement from others  
To be looked up to by other people  
To be quick in accepting others as friends  
To direct others in their work  
To be generous toward other people  
To be my own boss  
To have understanding friends  
To be selected for a leadership position  
To be treated as a person of some importance  
To have things pretty much my own way  
To have other people interested in me  
To have proper and correct social manners  
To be sympathetic with those who are in trouble  
To be very popular with other people  
To be free from having to obey rules  
To be in a position to tell others what to do  
To always do what is morally right  
To go out of my way to help others  
To have people willing to offer me a helping hand  
To have people admire me  
To always do the approved thing  
To be able to leave things lying around if I wish
To be free to do as I choose
To have others agree with me
To make friends with the unfortunate

To be in a position of not having to follow orders
To follow rules and regulations closely
To have people notice what I do

To hold an important job or office
To treat everyone with extreme kindness
To do what is accepted and proper

To have people think of me as being important
To have complete personal freedom
To know that people are on my side

To follow social standards of conduct
To have people interested in my well-being
To take the lead in making group decisions

To be able to do pretty much as I please
To be in charge of some important project
To work for the good of other people

To associate with people who are well known
To attend strictly to the business at hand
To have a great deal of influence

To be known by name to a great many people
To do things for other people
To work on my own without direction

To follow a strict code of conduct
To be in a position of authority
To have people around who will encourage me

To be friends with the friendless
To have people do good turns for me
To be known by people who are important

To be the one who is in charge
To conform strictly to the rules
To have others show me that they like me

To be able to live my life exactly as I wish
To do my duty
To have others treat me with understanding

To be the leader of the group I'm in
To have people admire what I do
To be independent in my work

To have people act considerately toward me
To have other people work under my direction
To spend my time doing things for others

To be able to lead my own life
To contribute a great deal to charity
To have people make favorable remarks about me

Mark your answers in column A

Turn the page and go on.
APPENDIX B

Please answer the following questions.

1. How old are you?

2. Married?

3. Employed?

4. Education Level

5. Do you belong to another organization?
   If yes, list the organizations' names.

6. Present yearly income.
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