

PSYCHOLOGICAL COMMONALITIES IN RADIO PROGRAMMING:
THEORY AND PRACTICE IN A CULTURALLY AND RACIALLY
DIVERSE SOCIETY

by

BHEKI VINCENT SHONGWE

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ABSTRACT

PSYCHOLOGICAL COMMONALITIES IN RADIO PROGRAMMING: THEORY AND PRACTICE IN A CULTURALLY AND RACIALLY DIVERSE SOCIETY

Candidate : Bheki Vincent Shongwe

Department : Psychology

Promoter : Professor R P de la Rey

Degree : PhD (Psychology)

The advent of democracy in South Africa had presented the country, and the South African Broadcasting Corporation (SABC) in particular, with new challenges in the broadcasting arena. One of these was that the corporation was faced with SAfm's new mandate, which required the station to broadcast to a multicultural and multiracial audience. This proved to be a daunting task for a station that had a deeply entrenched culture of catering for the needs and tastes of white English-speaking listeners. The programmes broadcast on the station were intended to appeal to middle-aged, white, English-speaking South Africans.

By making the station accessible to people of all races, SABC radio management also hoped that it would attract a significant number of listeners and substantial revenue. In fact, one of the immediate goals for SAfm was to double the number of listeners from 400 000 to 800 000. In order for the station to expand, and to attract a diverse listenership, it would have to broadcast the kind of programmes that appeal to most South Africans. It was also vital to give special consideration to the characteristics of the communicator that would ensure success and effectiveness of the message to the intended recipients. The purpose of the study was to identify common aspects of radio programming that would appeal simultaneously to black and white listeners.

In analysing the data, the hierarchical loglinear analysis approach was used, which requires analysis of J x K frequency table. The research results showed that SAfm could be steered to become a truly multicultural service that could succeed in South Africa. The main goal of this study, that of identifying certain aspects of radio programming that would appeal to a multicultural audience, was also achieved. In addition, the study revealed that various population groups differ in what they consider important aspects of radio programming. Regarding the role of a multicultural English radio station as a unifying force among South

Africans, a small percentage were opposed to the idea, whereas sizeable segments were neutral towards it. Support for this kind of radio station in the various cultural groups was the highest among Africans and Indians.

Contrary to the belief that English is popular and enjoys a high status as a preferred language of communication, the results of this study have shown clearly that this is not necessarily the case. The study also showed that there are marked differences between the population groups in the way they identify with an English radio station. Contrary to the proposition of social identity theory which postulates that low status groups would be motivated to be part of a group they perceived to have a positive social identity, this study has shown it to be not necessarily true for some of the population groups. A new theoretical model, which is the work of this researcher, was also presented.

OPSOMMING

GEMEENSKAPLIKE SIELKUNDIGE ASPEKTE IN DIE AANBIED VAN RADIOPROGRAMME: TEORIE EN PRAKTYK IN 'N KULTUREEL- EN RASGEDIVERSIFISEERDE SAMELEWING

Kandidaat : Bheki Vincent Shongwe

Departement : Sielkunde

Promotor : Professor R.P. de la Rey

Graad : PhD (Sielkunde)

Met die aanvang van die demokratiese bestel in Suid-Afrika sedert 1990 het die land en veral die Suid-Afrikaanse Uitsaaikorporasie (SAUK) voor nuwe uitdagings te staan gekom. Een van dié uitdagings wat die SAUK in die gesig gestaar het was SAfm se nuwe mandaat, naamlik om vir 'n multikulturele en veerlassige gehoor voorsiening te maak. Waar dié stasie tradisioneel vir blanke Engelssprekende luisteraars uitgesaai het, was die nuwe bestel 'n geweldige uitdaging vir die diepgevestigde kultuur en werkswyse van die uitsaaier. Die programme wat in die verlede op die stasie uitgesaai is, is hoofsaaklik op middeljarige, blanke, Engelssprekende Suid-Afrikaners gemik.

Ten einde meer luisteraars en inkomste vir SAfm te werf, het die SAUK se radiobestuur besluit om die stasie vir mense uit alle rassegroepe meer toeganklik te maak. Inderdaad was een van die onmiddellike doelwitte van SAfm om die stasie se totale getal luisteraars van 400 000 na 800 000 te vermeerder. Deur die soort programme uit te saai wat by die meeste Suid-Afrikaners byval sou vind, het SAfm beoog om 'n diverse groep luisteraars te bereik. Die doel van dié studie was dus om gemene aspekte van radioprogrammering te identifiseer wat vir beide swart en blanke luisteraars aanloklik sou wees.

Die hiërargiese logliniêre analisebenadering is vir die data-analise gebruik. Dié proses vereis analise van 'n JxK-frekwensietabel. Die bevindings van die navorsing het aangedui dat SAfm wel só gerig kan word om 'n ware multikulturele diens in Suid-Afrika te lewer. Die hoofdoel van die studie, naamlik om aspekte van radioprogramme te identifiseer wat vir 'n multikulturele gehoor voorsiening sou maak, is ook bereik. Verder het die studie getoon dat verskeie bevolkingsgroepe verskil t.o.v. wat hulle as belangrike aspekte van radioprogrammering beskou. Uit al die respondente, het slegs 'n geringe persentasie gemeen dat 'n multikulturele Engelstalige radiodiens nie 'n eenheidsvormende rol in Suid-Afrika sou

kon speel nie. Aansienlike segmente het neutraal teenoor die begrip gestaan. Ondersteuning vir dié tipe radiodiens was hoër onder Afrikaners as Indiërs. Ondanks die algemene opvatting oor die gewildheid van Engels en die hoë status wat dit as verkose kommunikasietaal geniet, het die bevindings duidelik daarop gewys dat dit nie noodwendig die geval is nie. Die studie het ook aangedui dat daar opmerklike verskille tussen bevolkingsgroepe bestaan m.b.t. die manier waarop hulle met 'n Engelstalige radiodiens identifiseer.

In teenstelling met die uitgangspunt van die sosiale-identiteitsteorie dat laer-status groepe gemotiveerd is om by 'n groep aan te sluit wat hulle as positief m.b.t. sosiale identiteit beskou, het dié studie getoon dat dit in die geval van sommige bevolkingsgroepe onwaar is. 'n Nuwe teoretiese model, wat die werk van dié navorser is, is ook voorgelê.

TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENTS	ii
ABSTRACT	iv
OPSOMMING	vi
CHAPTER 1 : GENERAL INTRODUCTION	
1.1 Setting the Context	1
CHAPTER 2 : STATEMENT OF THE PROBLEM AND RESEARCH OBJECTIVES	
2.1 Statement of Problem	10
2.2 SAfm: A Historical Overview	12
2.3 SAfm: The Challenge of Capturing a Multicultural Audience	13
2.4 Common Aspects of Radio Programming	18
2.4.1 The Broadcasting Language on SAfm	19
2.4.2 Attributes of the Radio Presenter	21
2.4.3 Values in Broadcasting	21
2.4.4 Professionalism	22
2.4.5 The Programme Content	24
2.4.6 Listener's Involvement	24
2.5 The Significance of the Study	25
2.6. The Main Objective of the Study	26

CHAPTER 3 : SOME CULTURAL CONSIDERATIONS

3.1. Introduction	27
3.2. Programme Content and Language	27
3.3 Cultural Background	30
3.4 Cultural Sensitivity	32
3.5 Cultural Awareness	34
3.6 Cultural Constraints	35
3.7 Multicultural Television	36
3.8. Common Feature	38

CHAPTER 4 : THE PROCESS OF COMMUNICATION

4.1 Introduction	40
4.2 The Communication Process	42
4.3 Communication Models	45
4.3.1 Wilbur Schramm's Model of Communication	45
4.3.2 Uses and Gratification Approach	46
4.3.3 SMCR Communication Model	48
4.3.4 Analytical Model of M van Schoor	50
4.3.5 Maletzke's Model of Mass Communication Process	52
4.4 The Significance of Communication Models in the Present Study	54
4.5 Theories of Dissonance, Consonance and Balance	55
4.5.1 Lewin's Field Theory	58
4.5.2 The Life Space	59
4.5.3 Behaviour and Locomotion	59
4.5.4 Force and Force Fields	60
4.6 Lewin's Field Theory in the Context of a Radio Broadcast	60
4.7 Summary and Conclusion	61

CHAPTER 5 : THEORETICAL BACKGROUND

5.1. Introduction	63
5.2 Social Cognition	63
5.3 Social Comparison	67
5.4. The Social Identity Approach	68
5.4.1 Social Identity	69
5.4.2 The Importance of Social Identity Theory in this Study	73
5.5. Self-Categorisation Theory	75

5.5.1	The Significance of Self-Categorisation Theory in the Present Study	79
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CHAPTER 6 : METHOD

6.1.	Introduction	80
6.2.	Phase 1: The Qualitative Stage	80
6.3.	Phase 2: The Quantitative Stage	81
6.4	The Questionnaire Design	84
6.4.1	Broadcast Component	84
6.4.1.1	Factor I: Quality of Broadcasting Atmosphere	86
6.4.1.2	Factor II: Emotional Reaction to an Announcer	88
6.4.1.3	Factor III: Duty of the Public Broadcaster	89
6.4.1.4	Factor IV: Over-and/or Underselling by Announcers	90
6.4.1.5	Factor V: Programme Relevance to Needs and Tastes of Listeners	91
6.4.1.6	Factor VI: Impartiality of Announcers	92
6.4.1.7	Factor VII: Reaction to Known and Foreign Cultural Components	94
6.4.1.8	Factor VIII: Getting Facts about Events that are Taking Place	95
6.4.1.9	Factor IX: Knowledge and Professionalism of the Announcer	96
6.4.1.10	Factor X: Reaction to Known and Foreign Aspects of Music	97
6.4.1.11	Factor XI: Teaching or Educating the Audience	98
6.4.2	Audience Component	99
6.4.2.1	Factor I: Emotional and Mental Experience of an English Radio Station that Serves a Multicultural Audience	100
6.4.2.2	Factor II: Identification with an English Radio Station	101
6.4.3	Possibility of Embracing Other Radio Stations	103
6.4.3.1	Factor I: Unification of Population Groups	104
6.4.3.2	Factor II: Viability and/or Sustainability of a Multicultural Radio Station	105
6.4.4	Influence of English and European Culture Scale	106

6.4.4.1	Factor I: Quality of English Language Usage	107
6.4.4.2	Factor II: Identification with English Culture	109
6.4.4.3	Factor III: Improving One's Use of English	110
6.4.4.4	Factor IV: Use of European Presenters	111
6.5	Conclusion	112
6.6	Statistical Considerations for Data Analysis	113
6.6.1	Introduction	113
6.6.2	Search for Statistical Method	113
6.6.3	Cross-Tabulation Analysis in General	113
6.6.4	Options Considered	115
6.6.4.1	Log-Likelihood Ratio	115
6.6.4.2	Hierarchical Loglinear Analysis	119
6.7	Option Decided Upon	126

CHAPTER 7 : PRESENTATION OF RESULTS

7.1	Introduction	127
7.2	Contents of the Chapter	127
7.3	Approach to Presentation of Data	127
7.4	Results of Data Analysis	128
7.4.1	Broadcasting Component	128
7.4.1.1	Creation of Broadcasting Atmosphere	128
7.4.1.2	Emotional Reaction to an Announcer	155
7.4.1.3	Duty of Public Broadcaster	165
7.4.1.4	Over- and/or Underselling by Announcers	172
7.4.1.5	Programme Relevance to Needs and Tastes of Listeners	181
7.4.1.6	Impartiality of Announcers	186
7.4.1.7	Reaction to Known and Foreign Cultural Components	195
7.4.1.8	Getting Facts about Events that have Taken Place	198
7.4.1.9	Knowledge and Professionalism of the Radio Announcer	202
7.4.1.10	Reaction to Known and Foreign Aspects of Music	206
7.4.1.11	Teaching or Educating the Audience	210
7.4.2.	Audience Component	215

7.4.2.1	Emotional and Mental Experience of an English Radio Station as a Multicultural Service	215
7.4.2.2	Identification with an English Radio Station	229
7.4.3	Possibility of Embracing Other Radio Stations	238
7.4.3.1	Unification of Population Groups	238
7.4.3.2	Viability and/or Sustainability of a Multicultural Radio Station	250
7.4.4	Influence of English and European Culture	261
7.4.4.1	Quality of English Language Usage	261
7.4.4.2	Identification with English Culture	276
7.4.4.3	Improving One's Use of English	297
7.4.4.4	Use of European Presenters	302
CHAPTER 8 : DISCUSSION		
8.1	Introduction	308
8.2	Aspects of Radio Programming that Appeal Simultaneously to both Blacks and Whites	309
8.3	A Perspective on Certain Programming Issues	311
8.4	Cultural Influence on Certain Aspects of Radio Programming	318
8.5	Emotional and Mental Readiness of South Africans to have a Multicultural English Radio Station	324
8.5.1	Cross-cultural Support for a Multicultural English Radio Station	325
8.5.2	Some Insights into the Level of Readiness of South Africans to Identify with SAfm	327
8.5.3	SAfm's Secondary Role as a Nation Builder	328
8.5.4	Conclusion	330
8.6	Influence of an English Culture	330
8.6.1	The Status and Influence of English in a Modern English Radio Station	331
8.6.2	Cultural Identity Issues and the Need for an English Station	332
8.6.3	Identification with South African English and European Cultures	336
8.7	Conclusion	338

8.8	Important Recommendations for the SABC	338
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CHAPTER 9 : GENERATING OF MODELS

9.1	Introduction	344
9.2	Certain Aspects of Social Identity Theory that Need Modification or Revision	344
9.3	Theoretical Assumptions that Form the Basis for the new Theoretical Model	347
9.4	An Assimilative Model for a Multicultural Radio Station	349
9.4.1	Model 1: An Assimilative Model for a Multicultural Radio Station	349
9.4.2	Model 2: Second or Extended or Comprehensive Assimilative Model for a Multicultural Radio Station	353

BIBLIOGRAPHY	359
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APPENDIX: Questionnaire	370
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LIST OF FIGURES

Figure 4.1	Communication Model of D K Berlo	50
Figure 4.2	Analytical Communication Model of M van Schoor	51
Figure 4.3	Mass Communication Model of G Maletzke	53
Figure 9.1	An Assimilative Model for a Multicultural Radio Station	350
Figure 9.2	Second or Extended or Comprehensive Assimilative Model for a Multicultural Radio Station	354

LIST OF TABLES

Table 6.1	Split-half reliability and Cronbach alpha reliability coefficients	85
Table 6.2	Rotated factors and their eigenvalues for section 11 of the questionnaire	86
Table 6.3	Factor loadings for factor I	86
Table 6.4	Split-half reliability and Cronbach alpha reliability coefficients	87
Table 6.5	Factor loadings for factor II	88
Table 6.6	Split-half reliability and Cronbach alpha reliability coefficients	88
Table 6.7	Factor loadings for factor III	89
Table 6.8	Split-half reliability and Cronbach alpha reliability coefficients	90
Table 6.9	Factor loadings for factor IV	90
Table 6.10	Split-half reliability and Cronbach alpha reliability coefficients	91
Table 6.11	Factor loadings for factor V	92
Table 6.12	Split-half reliability and Cronbach alpha reliability coefficients	92
Table 6.13	Factor loadings for factor VI	93
Table 6.14	Split-half reliability and Cronbach alpha reliability coefficients	93
Table 6.15	Factor loadings for factor VII	94
Table 6.16	Split-half reliability and Cronbach alpha reliability coefficients	94
Table 6.17	Factor loadings for factor VIII	95
Table 6.18	Split-half reliability and Cronbach alpha reliability coefficients	95
Table 6.19	Factor loadings for factor IX	96
Table 6.20	Split-half reliability and Cronbach alpha reliability coefficients	96
Table 6.21	Factor loadings for factor X	97

Table 6.22	Split-half reliability and Cronbach alpha reliability coefficients	97
Table 6.23	Factor loadings for factor XI	98
Table 6.24	Split-half reliability and Cronbach alpha reliability coefficients	98
Table 6.25	Split-half reliability and Cronbach alpha reliability coefficients	99
Table 6.26	Rotated factors and their eigenvalues for section 12 of the questionnaire	100
Table 6.27	Factor loadings for factor I	100
Table 6.28	Split-half reliability and Cronbach alpha reliability coefficients	101
Table 6.29	Factor loadings for factor II	102
Table 6.30	Split-half reliability and Cronbach alpha reliability coefficients	102
Table 6.31	Split-half reliability and Cronbach alpha reliability coefficients	103
Table 6.32	Rotated factors and their eigenvalues for section 13 of the questionnaire	104
Table 6.33	Factor loadings for factor I	104
Table 6.34	Split-half reliability and Cronbach alpha reliability coefficients	105
Table 6.35	Factor loadings for factor II	105
Table 6.36	Split-half reliability and Cronbach alpha reliability coefficients	106
Table 6.37	Split-half reliability and Cronbach alpha reliability coefficients	107
Table 6.38	Rotated factors and their eigenvalues for section 14 of the questionnaire	107
Table 6.39	Factor loadings for factor I	108
Table 6.40	Split-half reliability and Cronbach alpha reliability coefficients	108
Table 6.41	Factor loadings for factor II	109

Table 6.42	Split-half reliability and Cronbach alpha reliability coefficients	110
Table 6.43	Factor loadings for factor III	110
Table 6.44	Split-half reliability and Cronbach alpha reliability coefficients	111
Table 6.45	Factor loadings for factor IV	111
Table 6.46	Split-half reliability and Cronbach alpha reliability coefficients	112
Table 6.47	Representation of J x K contingency table for both the loglinear likelihood and hierarchical loglinear approaches	114
Table 6.48	The Teenager Values Amulets	116
Table 6.49	First decomposition: $-2\ell n\lambda$: Categories 'Strongly Agree' compared with 'Agree'	118
Table 6.50	Natural logarithms of expected frequencies of an (J x K) contingency table	121
Table 6.51	Loglinear analysis for the saturated model	122
Table 6.52	Loglinear analysis for the independent model	122
Table 6.53	Weights for 2 x 3 table	124
Table 7.1	Cross-tabulation of five attitudinal categories and population groups for question 11.35	128
Table 7.2	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	129
Table 7.3	Cross-tabulation of five attitudinal categories and population groups for question 11.38	130
Table 7.4	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	131
Table 7.5	Cross-tabulation of five attitudinal categories and population groups for question 11.34	132
Table 7.6	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	133
Table 7.7	Cross-tabulation of five attitudinal categories and population groups for question 11.36	133

Table 7.8	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	134
Table 7.9	Cross-tabulation of five attitudinal categories and population groups for question 11.37	136
Table 7.10	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	137
Table 7.11	Cross-tabulation of five attitudinal categories and population group for question 11.39	137
Table 7.12	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	138
Table 7.13	Cross-tabulation of five attitudinal categories and population groups for question 11.42	139
Table 7.14	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	140
Table 7.15	Cross-tabulation of five attitudinal categories and population groups for question 11.41	140
Table 7.16	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	141
Table 7.17	Cross-tabulation of five attitudinal categories and population groups for question 11.7	142
Table 7.18	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	143
Table 7.19	Cross-tabulation of five attitudinal categories and population groups for question 11.26	144
Table 7.20	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	145
Table 7.21	Cross-tabulation of five attitudinal categories and population groups for question 11.19	146
Table 7.22	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	147

Table 7.23	Cross-tabulation of five attitudinal categories and population groups for question 11.9	149
Table 7.24	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	150
Table 7.25	Cross-tabulation of five attitudinal categories and population groups for question 11.31	150
Table 7.26	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	151
Table 7.27	Cross-tabulation of five attitudinal categories and population groups for question 11.40	153
Table 7.28	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	154
Table 7.29	Cross-tabulation of five attitudinal categories and population groups for question 11.3	155
Table 7.30	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	156
Table 7.31	Cross-tabulation of five attitudinal categories and population groups for question 11.4	157
Table 7.32	Estimated λ effects, standard deviations of ℓ estimates standardized ℓ values for the loglinear analysis of the saturated model	158
Table 7.33	Cross-tabulation of five attitudinal categories and population groups for question 11.6	159
Table 7.34	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	160
Table 7.35	Cross-tabulation of five attitudinal categories and population groups for question 11.1	161
Table 7.36	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	162
Table 7.37	Cross-tabulation of five attitudinal categories and population groups for question 11.2	162

Table 7.38	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	163
Table 7.39	Cross-tabulation of five attitudinal categories and population groups for question 11.8	164
Table 7.40	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	165
Table 7.41	Cross-tabulation of five attitudinal categories and population groups for question 11.15	166
Table 7.42	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	167
Table 7.43	Cross-tabulation of five attitudinal categories and population groups for question 11.16	168
Table 7.44	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	169
Table 7.45	Cross-tabulation of five attitudinal categories and population groups for question 11.14	170
Table 7.46	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	171
Table 7.47	Cross-tabulation of five attitudinal categories and population groups for question 11.11	172
Table 7.48	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	173
Table 7.49	Cross-tabulation of five attitudinal categories and population groups for question 11.17	174
Table 7.50	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	175
Table 7.51	Cross-tabulation of five attitudinal categories and population groups for question 11.5	176
Table 7.52	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	177

Table 7.53	Cross-tabulation of five attitudinal categories and population groups for question 11.10	178
Table 7.54	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	179
Table 7.55	Cross-tabulation of five attitudinal categories and population groups for question 11.18	179
Table 7.56	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	180
Table 7.57	Cross-tabulation of five attitudinal categories and population groups for question 11.21	182
Table 7.58	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	183
Table 7.59	Cross-tabulation of five attitudinal categories and population groups for question 11.20	184
Table 7.60	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	185
Table 7.61	Cross-tabulation of five attitudinal categories and population groups for question 11.30	187
Table 7.62	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	188
Table 7.63	Cross-tabulation of five attitudinal categories and population groups for question 11.33	189
Table 7.64	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	190
Table 7.65	Cross-tabulation of five attitudinal categories and population groups for question 11.22	191
Table 7.66	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	192
Table 7.67	Cross-tabulation of five attitudinal categories and population groups for question 11.32	193

Table 7.68	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	194
Table 7.69	Cross-tabulation of five attitudinal categories and population groups for question 11.27	195
Table 7.70	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	196
Table 7.71	Cross-tabulation of five attitudinal categories and population groups for question 11.25	197
Table 7.72	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	198
Table 7.73	Cross-tabulation of five attitudinal categories and population groups for question 11.24	199
Table 7.74	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	200
Table 7.75	Cross-tabulation of five attitudinal categories and population groups for question 11.23	200
Table 7.76	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	201
Table 7.77	Cross-tabulation of five attitudinal categories and population groups for question 11.43	202
Table 7.78	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	203
Table 7.79	Cross-tabulation of five attitudinal categories and population groups for question 11.44	204
Table 7.80	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	205
Table 7.81	Cross-tabulation of five attitudinal categories and population groups for question 11.28	206
Table 7.82	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	207

Table 7.83	Cross-tabulation of five attitudinal categories and population groups for question 11.29	209
Table 7.84	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	210
Table 7.85	Cross-tabulation of five attitudinal categories and population groups for question 11.13	211
Table 7.86	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	212
Table 7.87	Cross-tabulation of five attitudinal categories and population groups for question 11.12	212
Table 7.88	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	213
Table 7.89	Cross-tabulation of five attitudinal categories and population groups for question 12.7	215
Table 7.90	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	216
Table 7.91	Cross-tabulation of five attitudinal categories and population groups for question 12.9	217
Table 7.92	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	219
Table 7.93	Cross-tabulation of five attitudinal categories and population groups for question 12.8	220
Table 7.94	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	221
Table 7.95	Cross-tabulation of five attitudinal categories and population groups for question 12.10	222
Table 7.96	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	223
Table 7.97	Cross-tabulation of five attitudinal categories and population groups for question 12.6	225

Table 7.98	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	226
Table 7.99	Cross-tabulation of five attitudinal categories and population groups for question 12.5	227
Table 7.100	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	228
Table 7.101	Cross-tabulation of five attitudinal categories and population groups for question 12.2	229
Table 7.102	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	230
Table 7.103	Cross-tabulation of five attitudinal categories and population groups for question 12.1	232
Table 7.104	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	233
Table 7.105	Cross-tabulation of five attitudinal categories and population groups for question 12.3	233
Table 7.106	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	234
Table 7.107	Cross-tabulation of five attitudinal categories and population groups for question 12.4	236
Table 7.108	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	237
Table 7.109	Cross-tabulation of five attitudinal categories and population groups for question 13.7	238
Table 7.110	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	239
Table 7.111	Cross-tabulation of five attitudinal categories and population groups for question 13.8	241
Table 7.112	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	242

Table 7.113	Cross-tabulation of five attitudinal categories and population groups for question 13.11	243
Table 7.114	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	244
Table 7.115	Cross-tabulation of five attitudinal categories and population groups for question 13.5	245
Table 7.116	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	246
Table 7.117	Cross-tabulation of five attitudinal categories and population groups for question 13.1	247
Table 7.118	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	248
Table 7.119	Cross-tabulation of five attitudinal categories and population groups for question 13.9	249
Table 7.120	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	250
Table 7.121	Cross-tabulation of five attitudinal categories and population groups for question 13.4	251
Table 7.122	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	252
Table 7.123	Cross-tabulation of five attitudinal categories and population groups for question 13.3	253
Table 7.124	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	254
Table 7.125	Cross-tabulation of five attitudinal categories and population groups for question 13.10	256
Table 7.126	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	257
Table 7.127	Cross-tabulation of five attitudinal categories and population groups for question 13.2	258

Table 7.128	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	259
Table 7.129	Cross-tabulation of five attitudinal categories and population groups for question 13.6	260
Table 7.130	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	261
Table 7.131	Cross-tabulation of five attitudinal categories and population groups for question 14.14	262
Table 7.132	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	263
Table 7.133	Cross-tabulation of five attitudinal categories and population groups for question 14.15	263
Table 7.134	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	264
Table 7.135	Cross-tabulation of five attitudinal categories and population groups for question 14.16	266
Table 7.136	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	267
Table 7.137	Cross-tabulation of five attitudinal categories and population groups for question 14.19	268
Table 7.138	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	269
Table 7.139	Cross-tabulation of five attitudinal categories and population groups for question 14.13	270
Table 7.140	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the independent model	271
Table 7.141	Cross-tabulation of five attitudinal categories and population groups for question 14.8	271
Table 7.142	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	272

Table 7.143	Cross-tabulation of five attitudinal Categories and population groups for question 14.17	274
Table 7.144	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	275
Table 7.145	Cross-tabulation of five attitudinal categories and population groups for question 14.3	277
Table 7.146	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	278
Table 7.147	Cross-tabulation of five attitudinal categories and population groups for question 14.4	279
Table 7.148	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	280
Table 7.149	Cross-tabulation of five attitudinal categories and population groups for question 14.10	282
Table 7.150	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	283
Table 7.151	Cross-tabulation of five attitudinal categories and population groups for question 14.11	284
Table 7.152	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	285
Table 7.153	Cross-tabulation of five attitudinal categories and population groups for question 14.12	287
Table 7.154	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	288
Table 7.155	Cross-tabulation of five attitudinal categories and population groups for question 14.18	289
Table 7.156	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	290
Table 7.157	Cross-tabulation of five attitudinal categories and population groups for question 14.2	292

Table 7.158	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	293
Table 7.159	Cross-tabulation of five attitudinal categories and population groups for question 14.9	295
Table 7.160	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	296
Table 7.161	Cross-tabulation of five attitudinal categories and population groups for question 14.1	297
Table 7.162	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	298
Table 7.163	Cross-tabulation of five attitudinal categories and population groups for question 14.7	300
Table 7.164	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	301
Table 7.165	Cross-tabulation of five attitudinal categories and population groups for question 14.6	302
Table 7.166	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	303
Table 7.167	Cross-tabulation of five attitudinal categories and population groups for question 14.5	305
Table 7.168	Estimated λ effects, standard deviations of ℓ estimates and standardized ℓ values for the loglinear analysis of the saturated model	306