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THE MEASUREMENT  
OF GROUP DIFFERENCES  
IN SOCIAL CONCEPTS

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at Rhodes University, Grahamstown  
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by

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S U M M A R Y

The present study attempted a cross-cultural investigation of ethnic and national stereotypes in South Africa, a land inhabited by a heterogeneous population. In this country, real or imagined differences due to racial characteristics profoundly influence social interaction. Moreover, such differences are entrenched and underscored by the prevailing legal system while supplying the rationale for many actions of the government in power.

On the basis of relevant literature it was assumed that differentiation between stereotypes would be based mainly on colour, but that further distinctive differentiations would be present inside the ensuing major groupings ("White" and "Non-White"). It was furthermore attempted to show that various groups differed significantly in their judgment of an ethnic stereotype only if they had a dissimilar relationship with the group to be judged.

Altogether 760 subjects were tested. These belonged to the six major ethnic and cultural groups in South Africa (Africans, Afrikaners, Coloureds, English-speaking White Gentiles, Indians, and Jews). They were all asked to judge each one of ten concepts by means of the semantic differential technique, which consisted of twenty adjective pairs. Six of these concepts were the names of the South African groups mentioned above, while another three concepts represented the names of groups outside South Africa ("the Americans", "the Germans", and "the Russians") which play an important role in the thinking of South Africans. Finally, the subjects

were asked to rate themselves ("Me" - concept). For the sake of better comparison, only first-year students were tested at various universities. The results were analyzed with the aid of a computer (the ICT computers at the University of Cape Town and at Rhodes University).

Since a cross-cultural study rests on the theoretical assumption that any tests used for the purpose of comparison are reliable and valid in all cultures to be investigated, a few additional questions had to be asked. The checks undertaken confirmed that in the present study:-

- 1) The motivation of the subjects as well as their comprehension of the test's basic aims did not differ to any great extent,
- 2) The six groups did not differ appreciably as regards the social desirability of adjectives used, the semantic structure of the adjective pairs, and the range of scores on the adjective pairs.

Furthermore, it was established that male-female differences in attitudes in each of the six groups tested were negligible.

The stereotypes were compared with each other inside every one of the groups tested, as well as being compared between all the groups. These comparisons were carried out on the single adjective pairs separately (by means of the Sign Test and the Median Test), and then undertaken in the context of the factorial structure of the concepts.

The major results showed that:-

1. The 'colour line' is an important criterion of evaluation in all groups but the Coloureds and the Jews.
  - a) Apart from a 'Black Factor', on which the concepts "the Africans" and "the Coloureds" obtained high loadings, there appeared to be two factors dealing with the evaluation of the White groups.
  - b) The evaluation of the 'Black Factor' by the African subjects was much more positive than the 'Black Factor' found in other groups.
  - c) The Indian subjects did not regard themselves as belonging to the 'Non-Whites'; neither were they regarded as such by the other subjects tested.
2. The criterion of colour was of less importance in the Coloured and Jewish groups tested.
3. The Jewish subjects appeared to possess the most differentiated stereotype structure, since, in their case, there were four, instead of the usual three factors to be extracted. Moreover, they tended to regard the Non-White groups more positively than did the other two White groups.
4. The Afrikaans subjects held the most negative opinion of "the Africans"; conversely, "the Afrikaners" were also rejected more strongly than the English-speaking Whites by the Non-Whites tested.

5. Of all groups rated, "the Americans" were the most liked.
6. The stereotypes of "the Russians" and "the Germans" were fairly similar, except in the case of the Afrikaans subjects, who had an exceptionally positive regard for "the Germans".
7. Ratings of the subjects' own group were generally very much more positive than the ratings of the same group by members of other groups, except in the case of the English-speaking White Gentiles.
8. When any two groups rated a concept differently, this could generally be traced back to, on the one hand, differences in the relationships between each one of the judging groups, and, on the other, the group being judged.

In conclusion it can be stated that differences between the groups as regards any one stereotype were generally smaller than the differences between the stereotypes of different concepts as held by any one group tested.

Where no special relationships existed between a judging group and one being judged, ethnic and national stereotypes tended to be relatively similar in the various cultures and sub-cultures investigated.

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CHAPTER I

INTRODUCTION

The population of South Africa, unlike that of many other countries, consists of a variety of ethnic groups\*. Most of these differ not only in their external appearance and customs, but in their religion, language, and historical background as well. Unlike the American 'Melting Pot', many of these differences are upheld by law, not only as regards participation in the economy of the country, but also in such spheres as education, residential area, social contact, and numerous others, which profoundly affect the life of every citizen.

The history of the country shows that the rate of racial integration has been relatively small when compared, for instance, with countries like Brazil. Yet one major group, the Cape Coloureds, first came into existence due to intermarriage between the White colonizers, imported slaves, and the Non-White inhabitants of South Africa. This did not, however, lead to a gradual disappearance of group differences in later years, and thus the Coloureds gradually came to be regarded as a separate

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\* = 'By this ( i.e. ethnic group ) we mean a collection of people considered both by themselves and by other people to have in common one or more of the following characteristics: a. religion, b. racial origin (as indicated by identifiable physical characteristics), c. national origin, d. language, and e. cultural tradition'.  
(Harding and Kutner, 1954, p. 1022)

When the word 'group' appears in the present investigation, it always stands for 'ethnic group' (as defined above) unless stated otherwise.

group. Although the legal basis enforcing separation is of relatively recent origin, there have always existed strong social norms governing the degree of contact between the different groups. In such a society it could thus be expected that group ethnocentrism would be strong and that each group also developed strong attitudes towards all other groups with which it came into contact.

At the present time, laws exist which compel every citizen to be classified as belonging to one of various categories, the latter being mainly defined in terms of skin colour (see Official Yearbook of the Union of South Africa, No. 28, 1954/55, p. 679).

The many books on South Africa and its inhabitants, written by authors belonging to different ethnic groups, clearly show the great divergence of attitudes towards other groups in South Africa. Such differences seem to be due more to group membership than to individual free choice. An attempt at more exact definition and socio-psychological measurement techniques of group attitudes than hitherto undertaken would seem highly desirable.

The most rigid classification of groups in South Africa is according to skin colour, which results in the differentiation between 'Whites' and 'Non-Whites' \*. Further subdivisions in the White section are made according to language, which results in the common acceptance of the existence of two major groups:- the mainly Afrikaans-speaking Whites (or Afrikaners) and the mainly English-speaking

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\* = In the case of 'Whites' and 'Non-Whites', the inverted commas will henceforth be omitted.

Whites. The latter are again split into two major groups, this time mainly according to cultural background, which results in a Gentile\* and a Jewish group. The Non-Whites are subdivided into Asiatics (predominantly Indians), Africans, and Coloureds.

Psychological attitude research involving these groups has generally concentrated on only some of them in one particular study. An example is a recent investigation by Lever (1966) which involved the three major White groups mentioned above. Other studies have again contrasted some of the White groups with some of the Non-White groups. To the best of the author's knowledge there is, however, no single study which has compared all six major ethnic groups in South Africa with each other as regards their attitudes towards every one of the groups, including their own. Such a study would allow a direct comparison of attitudes to be made.

In line with the writings of Hofstätter (1957<sup>b</sup> p.101), such an investigation is more in the form of an 'Erkundungsversuch' (exploratory study), and less in the form of an 'Entscheidungsversuch' (study to verify hypotheses derived from one or more specific theories). However, a number of major hypotheses will be stated, based on findings in the relevant literature. Minor hypotheses, concerning one or more, but not all, of the groups investigated, will be discussed under the specific headings dealing with the group in question.

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\* = In subsequent discussions, the White English-speaking Gentile group will, for the sake of brevity, often be referred to as English-speaking group.

In order to keep factors such as age and educational level constant, only students during their first year at a university were tested. The separate descriptions of the six groups tested in South Africa which will be presented in the following chapters have been obtained from various books and articles dealing with South African conditions, as well as from attitude research undertaken to date.

CHAPTER II

MAJOR AIMS OF THE INVESTIGATION

2.1. The investigation of attitudes\* held by an ethnic group towards various social concepts

In the present investigation, the term 'social concept' represents names of various ethnic groups, such as "the Africans", or "the Germans". Studies undertaken during the last forty years in a large number of countries have shown that members of many national or ethnic groups hold relatively homogeneous opinions of other nations and ethnic groups; and, furthermore, that they have dissimilar attitudes towards different ethnic groups. For example, "the Germans" were seen as being 'hardy', 'patriotic', 'intelligent', 'ambitious', and 'brave' by Pakistani students, whereas "the Negroes" were regarded by the same group as being 'hardy', 'superstitious', 'simple', and 'hot-tempered' (Zaidi, 1964). Differences in attitudes towards various groups occur especially in those countries where distinct 'labels' have been given to different ethnic groups (Newcomb, Turner, and Converse, 1965). If such a statement is true, distinct stereotypes of the various groups in South Africa can be expected to exist in every one of these groups. In the present investigation, the

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\* = Attitude: 'An enduring system of positive or negative evaluations, emotional feelings, and pro or con action tendencies with respect to a social object.'  
(Krech, Crutchfield, and Ballachey, 1962, p.177).

concept 'stereotype' will be defined as "a relatively stable opinion of a generalizing and evaluative nature. A stereotype refers to a category of people (a national population, a race, a professional group, etc) and suggests that they are all alike in a certain respect," (Duijker and Frijda, 1960, p.115). Thus a stereotype refers only to the cognitive aspect\* of an attitude (Klineberg,1964), i.e. the characteristic traits which are attributed to a certain group.

According to the definition, the term 'stereotype' implies that the members of a group are seen as being largely alike, and that individual differences do not play an important role.

In the case of South Africa, where people tend to be rigidly categorized, the following hypotheses may be stated:-

#### Hypothesis I

Due to the general prevalence of ethnic stereotypes in South Africa, subjects asked to rate different ethnic groups on the Semantic Differential will regard such a task as an easy one and will voice few objections.

#### Hypothesis II

The major factor determining an individual's stereotype of ethnic groups in South Africa will be his or her membership in a particular ethnic group. No significant differences should exist in this respect between male and female members inside any particular group.

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\* = Because only the cognitive aspects of attitudes are investigated in the present study, the terms 'stereotype' and 'attitude' are used synonymously. This is in line with the definition of both terms by Klineberg (1964).

Hypothesis III

In any one ethnic group, stereotypes attributed to other ethnic groups will indicate that the various groups judged are seen as being distinctly different.

Hypothesis IV

Because the main categorization in South Africa is according to skin colour, the differentiation between Whites and Non-Whites in South Africa will be particularly strong.

Hypothesis V

The stereotype of the subjects' own group will be the most positive one.

2.2. A cross-cultural comparison of attitudes  
towards ethnic groups

The second aim of the present investigation was to find whether ethnic groups tested differed much from each other in their attitudes towards other ethnic groups, or whether similar stereotypes existed which were held by a large number of ethnic groups.

A comparison of investigations on this topic (summarized by Duijker and Frijda, 1960) suggests both possibilities. For example, Buchanan and Cantril (1954) found that the image of "the Russians" held by eight different national groups was very consistent. The most frequent adjectives mentioned were:- 'domineering', 'hardworking', 'cruel', 'backward', and 'brave'. The same tendency was found when investigating the image of "the Americans", who were judged most often as being 'progressive', 'practical', 'intelligent', 'peace-loving', and 'generous'. The authors therefore concluded,

"... stereotyped views of certain people are common property of the Western culture rather than the effect of bilateral national outlooks that differ from one country to another." (p.50)

Similar results have been obtained by MacCrone (1949), Sodhi and Bergius (1953), Prothro (1954), Hara (1962), Van den Berghe (1962), and Diab (1963).

Some ethnic groups were, on the other hand, seen differently by various groups. Examples are the dissimilar images of "the British", "the French", and "the Chinese" in the

investigation of Buchanan and Cantril (1954). The main reason for this can be seen in the particular relationship which existed between the judging group and the group being judged (Diab, 1963). This relationship can be shaped by particular international affairs (Sinha and Upadhyaya, 1960; Zaidi, 1964), but it seems mainly dependent on the distribution of status and power between the former and the latter (Schermerhorn, 1956; Blalock, 1960; Williams, 1964).

Van den Berghe (1966) distinguished between two kinds of relationship as regards the power distribution:-

the paternalistic and the competitive type.

In a paternalistic relationship one group holds almost all power, whereas the other one, encompassing a large number of uneducated and unspecialized people, has relatively little. In such a case stereotypes which one group holds of the other do not differ to a large degree, as they are accepted as being self-evident by both (Hofstätter, 1959). The less powerful group will tend to be described as 'immature', 'exuberant', 'impulsive', 'uninhibited', 'lazy', 'fun-loving', 'good-humoured', and 'happy-go-lucky', resembling the description of a lovable but irresponsible child. To some degree the less powerful group accepts its status and even internalizes that stereotype.

If, however, the two groups are competing strongly with one another in an important matter, such as politics or the economic sphere, it is likely that attitudes towards each other will differ more than in the absence of competition. (Duijker and Frijda, 1960; Secord, 1964). The more powerful group tries to retain the status quo of unequal competition and is thus regarded by the less powerful group as being

'brutal', 'egdistic', and 'unjust'. The less powerful group is, on the other hand, regarded by the more powerful one as being 'dangerous', or 'insolent', while both groups hold a very positive image of themselves.

Referring to South Africa, Van den Berghe (1966) wrote that the situation was changing from paternalistic to competitive relationships between the Whites and the Non-Whites. The above discussion thus gives rise to the following hypotheses:-

Hypothesis VI

Two or more groups with similar relationships towards another group will have similar stereotypes of the latter.

Hypothesis VII

Two or more groups with differing relationships towards another group will have dissimilar stereotypes of the latter.

Hypothesis VIII

Members of a group will have a more positive image of their own group than will members of other groups.

Hypothesis IX

Groups in a competitive relationship will have relatively negative images of each other.

CHAPTER III

THE INVESTIGATION OF ATTITUDES  
BY MEANS OF THE  
SEMANTIC DIFFERENTIAL

The bulk of research concerning South African groups in general and their attitudes in particular was done outside the socio-psychological sphere. A multitude of descriptions can be found in novels, political tracts, and historical books, as well as in those books which attempt to describe the present situation in South Africa (e.g. Legum and Legum, 1964).

Relatively little has, however, been done to investigate attitudes in South Africa by classical psychological methods. And even here the emphasis in attitude research has been concentrated more on the 'action tendencies', i.e. the way in which members of different ethnic groups should be treated in particular social situations, such as marriage, as it is done by the Social Distance Scale (Pettigrew, 1960; Lever, 1966).

In the present investigation, however, the 'cognitive' components of ethnic attitudes were emphasized. In the past, these were usually tested by using Katz and Braly's (1933) list of characteristics, where subjects are asked to list all adjectives which they regard as typical descriptions of a particular ethnic or national group. One drawback of this method has been the difficulty experienced in quantifying the results on something more sophisticated than

just a nominal scale.

To overcome this difficulty, the Semantic Differential (Osgood, Suci, and Tannenbaum, 1957) was used. Here, too, adjectives are attributed to concepts such as ethnic groups, but the subjects are able to indicate the extent to which they associate adjective and concept by having an opportunity to place a mark anywhere on a continuum between the adjective and its semantic opposite. For example, "the Americans" can be judged as being very 'active', whilst "the Africans" can be rated as fairly 'passive'.

Since its inception, the Semantic Differential has been used to investigate attitudes of many groups towards a multitude of concepts, such as occupations, old age, newscasters, the theatre, various colours, and last but not least, ethnic and national stereotypes (Prothro and Keehn, 1957; Fischer, 1961; Tanaka, 1962; and Rudin, 1963). The method has been shown to possess a considerable degree of reliability (Osgood et al., 1957; Miron, 1961a; Weksel, 1965). The 'inner validity' (Lienert, 1961), i.e. the correlations with various similar attitude questionnaires, such as the Thurstone and Guttman scales, were found to be relatively high (Osgood et al., 1957).

However, the main emphasis has concentrated on the factorial validity of the test. Osgood et al. (1957) and other investigators\*, by using factor-analytic methods, generally identified three factors, which were labelled:-

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\* = e.g. Kumata & Schramm, (1956); Triandis & Osgood, (1958); Kumata, (1958); Osgood, (1960); Suci, (1960); MacClay & Ware, (1961); Miron, (1961b); Tanaka, (1961); Osgood, (1962); Tanaka, (1962); Osgood, Archer & Miron, (1963); Oyama, Tanaka & Haga, (1963); Tanaka, Oyama & Osgood, (1963); Tanaka & Osgood, (1965).

'evaluation', 'activity', and 'potency'. Various studies have shown that these factors are to be found in many different cultures, which indicates that the character of the semantic space tends to be inter-cultural. But some limiting remarks should be made at this point:-

1. The relative dominance of one factor over the others seems to be dependent on the class of the concept rated by means of the adjectives. For example, Tanaka et al. (1963) found that the 'evaluative' factor was most dominant in the case of abstract words, whereas 'potency' was highly loaded in the case of line and form judgments, and 'activity' in the case of colours. Similar results, which indicated that different concept classes caused a change in the structure of the semantic space, were obtained by Tucker (1955); Osgood, Ware, and Morris (1961); Miron (1961)<sup>b</sup>; and Tanaka (1962).

2. In some investigations only the 'evaluative' factor was extracted, whereas 'activity' and 'potency' were hardly identifiable. Other factors were extracted instead, labelled 'successfulness' (Osgood, Ware, and Morris, 1961); 'dynamism' (Triandis and Osgood, 1958); or 'magnitude', and 'sensory pleasure' (Sagara, Yamamoto, Nishimura, and Akuto, 1961).

3. Direct cross-cultural comparisons have shown, however, that in spite of a variation in the kind and the dominance of factors as regards different concepts, these variations tended to be the same in different cultural groups (Tanaka, 1961; Osgood, 1962; Tanaka, Oyama, and Osgood, 1963; Osgood, Archer, and Miron, 1963; Tanaka and Osgood, 1965). Thus it can be concluded that the characteristics of the

semantic space are dependent on the class of concept used and not on the specific cultural group tested. In the present investigation it can therefore be expected that there is a high degree of inter-group similarity as regards the factor analysis of adjectives, and that it is most likely that the 'evaluation' factor will occur in all of them.

4. There is, however, an important limitation to this method. The factor analyses of the adjectives generally extracted only between 40% and 60% of the total variance. No conclusions can be drawn as regards the cross-cultural similarity of the remaining variance, but in the case of the present study it will be assumed that the similarity does exist. This assumption will be tested in the Experimental Section.

5. Another characteristic of the adjective pairs used in the Semantic Differential has been pointed out by Krieger (1964), who stated that in every pair one adjective was generally considered to be the more favourable one. For the purpose of cross-cultural comparison it will therefore be hypothesized that the groups tested did not differ from one another as regards the social desirability (Edwards, 1957) of the adjectives.

As a result, the following hypotheses may be formulated:-

Hypothesis X

The factor-analytic structure of the adjectives used will be similar in the six ethnic groups.

Hypothesis XI

The variance of scores on the adjectives will be similar in the six ethnic groups tested.

Hypothesis XII

The evaluation of the social desirability of adjectives will be similar in the six groups tested.

CHAPTER IV

A SHORT DESCRIPTION OF THE SIX  
ETHNIC GROUPS SELECTED FOR THE  
PRESENT INVESTIGATION

4.1. Introduction

In attempting to describe each one of the six groups tested, emphasis was laid on results obtained from socio-psychological investigations. For the sake of brevity, details of overlapping results will not be mentioned separately;- instead, the names of the authors will be quoted where necessary.

Furthermore, it was thought advisable to formulate no special hypotheses for each group over and above the ones mentioned previously, since this would have resulted in tedious repetitions. Instead, the descriptions of results obtained in the various groups will, as a whole, be used as hypotheses with which the results of the present experimental investigation will be compared.

4.2. The Afrikaners

South Africa is at present mainly known in other countries for its policy of separate development or Apartheid. The doctrine of Apartheid was officially formulated for the first time during parliamentary elections of 1948, when the National Party made this concept the cornerstone of its policy. Rhoodie and Venter (1959) state that,

"... the Apartheid idea was the broad foundation on which the new Afrikaner Government could base its practical racial policy" (p.16)

and that

"... the idea represents the common synthesis of the Afrikaner people's attitude towards colour" (p.20)

The same authors defined Apartheid as,

"... the comparatively permanent and complete separation of White and Black in South Africa" (p.22)

The idea of Apartheid implies,

"... that each individual racial group will be able to develop into a separate, national, political, cultural, and social unit, according to its own identity and inherent capabilities" (p.34)

There is thus in theory no domination of one racial group by another, but the acceptance of equal but different racial groups, each of which should control its own affairs. As Du Plessis (1957) wrote,

"We wish to separate ourselves from the Bantu not because we regard them as being inferior, but because they surround us and threaten to overwhelm

us by their numerical superiority, and are culturally different and less developed than we are!"

(quoted by Rhodie and Venter, 1959, p.37)

If there were no feeling of superiority in actual practice (in line with the Apartheid theories frequently expressed), it could be expected that the Afrikaners would see Non-Whites as differing from themselves, but not as being inferior. However, MacCrone (1949) found that his Afrikaans subjects most frequently characterized "the Africans" as being,

"... superstitious, noisy, dirty, unreliable, imitative, quarrelsome, brutal, dishonest, stupid, treacherous, and fond of gambling" (p.699).

This list enumerated overwhelmingly negative traits and permits the deduction that the Afrikaans subjects held "the Africans" to be inferior to their own group. Similar results were obtained more recently by Pettigrew (1958), Rogers and Frantz (1962), and Lever (1966).

Why are "the Africans" seen as being different? Rhodie and Venter (1959) listed three major criteria:-

1. the Western culture,
2. the Christian morality,
3. the specific racial identity.

MacCrone (1937) wrote that the farmers near the frontier of the Cape Colony - mostly Afrikaners- who strongly advocated a separation between themselves and the Africans, had little contact with the culture in Europe. This factor was therefore somewhat less important than the belief in a

special racial identity.

"The existence of frontier society was, in a very real sense, bound up with these attitudes since they helped to provide it with those qualities of group unity, cohesion, and self-consciousness and those powers of resistance and persistence without which it could not have overcome its difficulties or maintained its integrity!" (MacCrone, 1937, p.125)

Two of the most important criteria were Christianity and skin colour. Little was done during those years to convert the Non-Whites to Christianity.

"The negative aspects of the Calvinistic creed, its doctrine of predestination, its emphasis upon the community of the elect, the exclusive twist that could be given to its teachings, were all perfectly adapted to the interracial situation. The conclusion was readily drawn, and applied, that the heathen fell outside the scheme of salvation. Attempts to christianize them were not merely not sanctioned by, but actually contrary to, the teachings of the Bible!" (MacCrone, 1937, p. 129-130)

Or, as Cawood (1964) wrote,

"Prior to 1951 work in the mission field had not been accepted by the Church as its official and necessary task, although there had been some missionary endeavour" (p. 35)

Apart from Christianity, the factor of skin colour has also played a definite part in the development of racial attitudes.

In the eyes of the Afrikaans frontier farmers, a dark skin colour was inferior to a light one. As mentioned previously, this attitude does not seem to have changed appreciably in the average Afrikaner. Through the development of the Apartheid theory it has become more crystallized and more rigid, as there are at present many more rational reasons for separating Whites and Non-Whites.

Factors favouring stronger and more rigid pro-Apartheid attitudes were (and are) the increasing nationalistic sentiments of both Afrikaners and Africans. In the former, this has caused an increase in identification with their own group, and the increase in African nationalism has created a much stronger feeling of fear among the Afrikaners. Rhodie and Venter (1959) remarked,

"However much this emotional component of Apartheid may be rationalised it is a reality which must be accepted. The Apartheid idea evolved mainly from this psychological attitude, in other words, race preservation has become almost instinctive" (p. 36)

The British domination during the 19th Century as well as after the Boer Wars caused the Afrikaners to react vigorously. This speeded up the development of their own language, literature, participation in administration, politics, and, more recently, in industry. At the core of this lay the insistence on the separateness of their own group, as witnessed by the frequent use of terms such as 'Ons Mense' and 'Afrikanerdom'.

Legum and Legum (1964) describe 'Afrikanerdom' as,

"... the systematic expression of an exclusively Afrikaans-speaking political, cultural, and social movement, committed to preserving its uniqueness by establishing its hegemony over the whole country. It is Afrikaner nationalism's most militant reaction to the 'alien domination of the English', and an expression of its fear of eventual black domination. Afrikanerdom has become a force for counter-domination..."  
(p. 17)

Alongside these general and sometimes subjective descriptions, the following prominent characteristics of the Afrikaner group were established through psychological and sociological research:-

In comparison with foreign groups, Afrikaners were found to have strong nationalistic tendencies (Gillespie and Allport, 1955). The upholding of 'White Civilization' was frequently emphasized,

"... with an extremely rigid tendency always to accept only favourable characteristics and to reject only unfavourable characteristics (where) ... the term 'White Civilization' acts as a true stereotype towards which no conscious ambivalence can be tolerated!" (Danziger, 1958<sup>b</sup>, p.342)

The tendency to accept current values and authorities more rigidly is also shown in their attitude towards capital punishment (Morsbach, 1967), sexual mores (Lever, 1966), the

church (Gillespie and Allport, 1955; Lever, 1966), as well as teachers (Lever, 1966). An emphasis on tradition and a reluctance to change together with a relatively optimistic outlook towards the future was found by Gillespie and Allport (1955), Danziger (1963), Hudson et al. (1966), and Lever (1966). Strong authoritative as well as ethnocentric attitudes were also found by Pettigrew (1958), Danziger (1958b), Achron (1963), and Morsbach (1965), which might have caused the high degree of identification with their own group, as well as its positive evaluation (MacCrone, 1937, 1949; Pettigrew, 1960; Lever, 1966), and a conscious striving to be of service to the Afrikaner group (Slabbert, 1964).

In recent years an attempt was made to extend this ethnocentrism to include the White English-speaking South Africans, thereby hoping to counteract the threat of Non-White domination more effectively. However, the suspicion of former times, mainly due to the Boer Wars and ideological differences, is still evident in the attitude of Afrikaans subjects towards "the British", who were judged far less favourably than "the English-speaking South Africans" (Lever, 1966). Today the accent is on "White Solidarity" (Rhodie and Venter, 1959). Compared to other groups in South Africa, the English-speaking Gentile Whites were the out-group with whom the Afrikaans subjects preferred to have the closest contact (MacCrone, 1949; Pettigrew, 1960; Lever, 1966).

The relationship of Afrikaners to Jews in South Africa seems to be much more distant. Only a small percentage stated that they would admit Jews to close kinship by

marriage (Pettigrew, 1960; Lever, 1966). On the other hand, 30% of Lever's subjects wished to exclude Jews from the country. Furthermore, results obtained by the latter suggest that his subjects had a more unfavourable image of the Jews than the Jewish subjects had of the Afrikaners. He tried to explain the Afrikaners attitude towards the Jews under the following points:-

1. Ignorance due to the absence of social contacts,
  2. Resentment of the fact that not many Jews were fluent in the Afrikaans language and preferred to use English,
  3. Resentment of the economic prosperity of Jews in South Africa,
  4. The aloofness of Jews, who generally kept to themselves,
  5. Indoctrination which caused the Jews to be seen in a negative light,
  6. The view that Jews were not true South Africans as they owed allegiance to Israel,
  7. The expression of a generalised prejudice,
  8. The feeling of affinity and consequent identification with the German cause as expressed in and prior to the second world war. This in turn may have been occasioned by -
    - (i) a common hatred of the British, and/or
    - (ii) a feeling that the views on race are akin.
- (Lever, 1966, p. 183-184)

As mentioned previously, the Afrikaners showed the most extreme desire for a separation from Non-Whites (MacCrone, 1937, 1939; Pettigrew, 1958, 1960; Lever, 1966).

The most unfavourable attitudes were generally held towards the Indians (MacCrone, 1937, 1949; Pettigrew, 1958; Lever, 1966). The percentage of Afrikaners who wanted to exclude Indians from the country was much larger than the percentage which insisted on the exclusion of Coloureds and Africans. This rejection of the Indians was voiced much more strongly by the Afrikaners than by the English-speaking Gentile or Jewish subjects (see the studies mentioned above). This might be due to the fact that Indians, classified as Non-Whites, have not been in South Africa for more than a century, and who present a group which can compete economically and culturally with any other group.

The Africans and Coloureds were generally regarded as being similar in the eyes of the Afrikaners when tested with the Social Distance Scale. There was, however, a trend to prefer the contact with the former (MacCrone, 1937, 1949; Pettigrew, 1958; Lever, 1966). This might be due to the fact that the Africans could be seen as constituting a more "pure" racial group, which has to be respected, whereas the Coloureds do not represent a culturally different group from the Whites and only differ in skin colour (Dickie-Clark, 1966). The Coloureds thus constitute a group which does not fit into the Apartheid picture when this is being defined as the separate development of culturally different groups. As the studies of MacCrone, Pettigrew, and Lever were not carried out in the Cape, it can be expected that in Southern areas a somewhat different attitude towards the Coloureds might prevail, which ought to be more favourable (Lever, 1966).

The Germans were, on the whole, regarded by the Afrikaners as having positive traits (MacCrone, 1937; Lever, 1966). This is far more positive than the evaluations of the Germans made

by the White Gentile and Jewish English-speaking South African subjects. Lever (1966) suggested that this could be due to the influence of German on the development of the Afrikaans language, and/or the sympathy shown by Germany to the South African Republics during the Boer Wars.

No scientific study seems to have been made of the attitudes of Afrikaners towards Russians and Americans. But it can be expected that there is no great love for the Russians, as Communism is regarded as the most dangerous political movement in Africa. On the other hand, the Americans are generally being admired for their technology and their fight against Communism. This should evoke a favourable response in the Afrikaners, although recent U.S. legislation on desegregation might cloud this affection somewhat.

4.2. The White English-speaking South Africans \*

About 38% (or one million) of the White South African population is of British descent. Members of this group live predominantly in the large cities, with the exception of rural areas in Natal and the Eastern Cape. They are powerful in the sphere of business and industry (e.g. mining), as well as in the professions. Ever since the English came to South Africa, their position has been a fairly secure one. For example, they never had to fight for recognition of their culture and language. They have therefore not developed an equivalent of 'Afrikanerdom', although they do show a stronger affiliation to members of their own group than to others. In all investigations with the Social Distance Scale, the English-speaking South Africans always ranked their own group first as regards social contact (MacCrone, 1949; Pettigrew, 1960; Van den Berghe, 1962; Lever, 1966). However, some self-critical remarks were made on occasion towards their own group, such as being snobbish, apathetic, jingoistic, and intolerant (Van den Berghe, 1962). This might be due to a smaller degree of conscious ethnocentrism in the English-speaking South Africans. Achron (1963) found that they obtained lower scores on the 'F-Scale' than the Afrikaners, and that their degree of authoritarianism was not much higher than that of American students (Pettigrew, 1958). The tendency not to overestimate their own group or themselves was also found in the field of achievement values (Morsbach, 1965), where the English-speaking group showed a significantly more modest self-evaluation than the Afrikaners.

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\* = This group, for the purposes of the present study, includes only White English-speaking Gentile South Africans, herafter also called "English-speaking South Africans", or "English".

For many years the English-speaking Africans have retained strong ties with their mother country in Europe, but today these associations are no longer strong in the political sphere, although cultural ties remain. Spooner (1960) hypothesized that these ties were responsible for the more open-minded attitude of the average English-speaking South Africans:-

"He (the English-speaking South African) is also fully convinced that in general the Nationalist Afrikaner, who insists on a policy of 'South Africa alone', would have been a less self-centered and self-righteous person and a spiritually richer character had he retained some sentiment for, and contact with, the lands from which his forefathers came - Holland and France!" (p.99)

As regards racial attitudes the English-speaking section in South Africa, especially in the Cape, has shown more tolerance towards certain Non-White sections than the Afrikaners. Thus they granted legal equality to the Coloureds from 1838 onwards. But in spite of this equality there was a very strong social colour bar, which prevented most of the Non-Whites from filtering into the White community. Thus some investigators regarded the more tolerant attitude of the English-speaking South Africans in the Cape as an idea originally imported from Britain, while the average person was nearly as prejudiced as the Afrikaners in the North. Sheila Patterson (1953) wrote,

"This uncompromising belief in the fundamental inferiority of Non-Europeans was not restricted to the Voortrekkers. It was held, in perhaps a less aggressive

form, by many if not most Europeans in the Cape, particularly outside Cape Town. The initial impetus which gave rise to 'Cape liberalism' was mainly provided by the British philanthropic movement in the early part of the nineteenth century, working through the missionary societies and their sympathisers in the colonial administration! (p.173)

But in contrast to the Afrikaners the English-speaking South Africans did not show prejudice in a very open form, and it was relatively late (from 1920 onward) that they started to discriminate against the Non-Whites, especially in the economic sector. But they hesitated to formulate their prejudices in the form of an official 'Weltanschauung'. Thus Butler (cited by Legum and Legum, 1964, p.96) wrote:-

"I should diagnose the English South African's reluctance to co-operate (with the Afrikaners) as follows. He has plenty of colour prejudices, and fears and suspicions. These, however, run counter to his political and moral traditions. The Englishman has never had much faith in racial theories. How can he? He is the classic example of the bastard race. His conscience is genuinely worried about Apartheid, and - perhaps more important - his empirical horse-sense tells him it simply won't work. He may in a moment of panic submit to his prejudices and get into the white laager, but he'll be no more happy there than anywhere else!"

Mann (1962) found that the majority of his English-speaking White subjects from Natal University stressed that democracy

was not always the best system. But this attitude, lacking a more extensive theoretical foundation, seemed to evoke a kind of fear in them, because Danziger (1963) found in his research on 'future history' essays that nearly one third of his English-speaking subjects had a more 'catastrophic' view of future events than the Afrikaners tested.

It was generally found that the English-speaking subjects, although highly in favour of some kind of discrimination against the Non-White population, were not so radical as the Afrikaans subjects. Neither were they as reactionary (Hudson, Jacobs, and Biesheuvel, 1966). Similar results were also obtained by Rogers and Frantz (1962) in Rhodesia, where Afrikaners showed more discriminatory opinions towards the Africans than the English-speaking subjects. In any discussion of studies concerning racial attitudes in South Africa it should be mentioned that in most investigations students were used as subjects. The attitudes of students did not seem to be completely representative of the average opinion held by English-speaking South Africans, as Lever (1966) found that the level of father's education was inversely related to social distance as regards Non-Whites and English-speaking pupils (see also Pettigrew, 1960). Thus it can be expected that investigations of students' attitudes tended to show the presence of greater tolerance.

A comparison of MacCrone's investigations of White English-speaking Gentiles in the thirties and forties with those undertaken recently by others show one relatively striking change:- the Jews in MacCrone's findings were seen as being closer to the Non-White groups, while in the more recent results obtained by Pettigrew (1960), Van den Berghe (1962), and Lever (1966) they clearly belonged to the White groups,

although they were seen as the most distant White group in South Africa with whom intermarriage was frequently not desired. The characteristics most commonly attributed to "the Jews" by the English were, according to Van den Berghe (1962), the following:-

'good in business', 'united', 'generous', 'money-conscious', 'religious', 'intelligent', 'hardworking'. This picture of the Jews, which is more positive than that of thirty years ago, might be due to a number of reasons:-

1. The general trend to overlook differences between White groups in order to be united against the Non-Whites;
2. The adoption of English customs and the English language by the Jews;
3. The improved economic conditions in present-day South Africa, as well as the absence of large contingents of Jewish immigrants coming into the country.

The group closest to the English-speaking South Africans is that of the Afrikaners. In all studies with the Social Distance Scale, the Afrikaners rated in second place, behind the own group, in closeness (MacCrone, 1949; Pettigrew, 1960; Van den Berghe, 1962; Lever, 1966). They were most frequently seen as being:- 'hospitable', 'very religious', 'having a strong family feeling', 'being politically minded', 'superstitious', 'stubborn', 'good-natured', 'law-abiding', 'very fond of sport', and 'charitable' (MacCrone, 1949). These traits do not seem to have changed very much in the eyes of the English-speaking South Africans since that time, as Van den Berghe (1962) obtained the following descriptions:- 'intolerant', 'hospitable', 'provincial', 'fanatical', 'friendly',

'patriotic', 'religious', 'uncultured', and 'conservative'.

There seems to be some similarity between descriptions of "the Afrikaners" and the characteristics ascribed to the tribal Africans by the English-speaking South Africans, since the latter were seen as being:- 'happy', 'backwards', 'simple', 'cruel', 'dirty', 'respectful', 'peaceful', 'hardworking', 'honest', and 'unspoiled' (Van den Berghe, 1962). However, in the case of the Africans simplicity seems to be associated more with backwardness. In some way it seems to be more the image of an irresponsible child, since Africans were seen as being 'superstitious', 'good-natured', 'noisy', 'imitative', 'fond of gambling', 'excitable', 'dirty', 'humorous', 'hospitable', and 'unreliable' (MacCrone, 1949). The traditional feelings towards the rural African were benevolent and paternalistic, as long as he 'stayed in his place'. He was treated as a child, to whom one could not delegate any responsibility, but who was happy, contented, good-natured, and full of laughter and humour. The Africans were seen as loving discipline and routine because they lacked initiative. They even deserved respect because of their simple tribal pride, which should not be offended (Van den Berghe, 1964).

Although this picture is changing, especially as regards the urban Africans who were regarded as 'somewhat dangerous' (Van den Berghe, 1962), it still seems to be common. In the present investigation it could therefore be expected that in the eyes of English-speaking Whites, Africans would be seen as friendly but irresponsible.

The image of the Coloureds, as reported in the relevant literature, is not too different from that of the Africans,

although the investigations of MacCrone (1937), Pettigrew (1960), and Lever (1966) indicated that the English-speaking South Africans preferred Africans to Coloureds. This could possibly be explained by the so-called 'bad blood' attitude, i.e. the worst characteristics of two groups are believed to be perpetuated in their offspring. Since the latter lack the identity of either one of the parental groups, they are thought of as being in greater conflict and therefore more anti-social.

The only result differing from the above was obtained by Van den Berghe (1962), whose subjects regarded the Coloureds as 'musical', 'gay', 'happy', 'alcoholic', and 'hardworking'. Compared to the Indians, the Coloureds seemed to be regarded in a more positive light. Russell (1961) found that his White subjects had more intimate contacts with Coloureds than with Indians, and generally preferred the former.

The relatively strong rejection of the Indians by the White English-speaking South Africans as regards social contact (e.g. MacCrone, 1949; Pettigrew, 1960; Van den Berghe, 1962, 1964; Lever, 1966) seemed to have various reasons. This could be seen in the characteristics which Van den Berghe's subjects attributed to the Indians:- they were seen as being 'dishonest', 'dirty', 'intelligent', 'good in business', 'hardworking', 'powerful', 'rich', 'engaged in underhand', 'sly practices', 'overproducing', 'educated', 'religious', and 'helpful'. The author commented that the Indians were regarded as 'the Jews of South Africa'. Apart from being seen as actual or potential competitors, they were regarded as more cultured than Coloureds and Africans and were respected for their education and intelligence.

They were thus on the one hand seen as being similar to the White groups in South Africa. On the other hand they were seen as being very different in a number of points, such as religion, language, food, dress, family life, and historical background. Although highly westernized in the sphere of education, they were seen as tending to defend their own habits more than the Africans did (Russell, 1961). Having settled in South Africa fairly recently, they were regarded by many as an alien group which should be 'repatriated' to India.

Few investigations have dealt with the attitudes of White English-speaking South Africans towards "the Americans", "the Germans", and "the Russians". From results obtained by MacCrone (1937) and Lever (1966) it can be seen that "the Germans" seemed to occupy a middle position on the Social Distance Scale. Lever's findings indicated that "the Germans" had a similar position as "the Jews", but were seen as more distant by the English-speaking South Africans.

There has been no socio-psychological research on attitudes held by English-speaking South Africans towards "the Americans" and "the Russians". There can thus only be general speculation about these attitudes. "The Russians" might be admired for their energy and efficiency, but rejected because of emotional coldness and Communism. "The Americans" would, on the other hand, tend to be admired by the English-speaking South Africans because of their progressiveness, especially in the field of technology, and their leadership of the Western world.

All in all it could be expected that the English-speaking

South Africans would make definite distinctions between White and Non-White groups, which should become evident from a factor analysis. This tendency has already been found by Pettigrew (1960). Compared to the Afrikaners, it could nevertheless be expected that this division would not be so strict. Thus by comparing these two groups, the English could be expected to show a less extreme rejection of the Non-Whites.

#### 4.4. The Jews in South Africa

The South African Jews constitute about 4% of the White population in the country (Saron, 1963). Most of them came as refugees from Eastern or Western Europe. A detailed description of the adaptation of the latter group to life in South Africa has been given by Sichel (1966).

The Jews have played a considerable role in the economic and cultural development of the country. They are found in many leading positions, e.g. in the field of mining. A large number of the smaller wholesale stores and bazaars is owned by Jews. Their influence in the sphere of the theatre, cinema, medicine, and law is very prominent (Millin, 1951).

As most of the Jews are urbanized, their contact with the English-speaking South Africans is stronger than with the Afrikaners. Saron (1963) wrote,

"(The Jews)... tended to identify themselves with the English-speaking section, partly out of preference for the older and richer English language culture, but mainly because of objective sociological conditions: until quite recently, the urban centres, where a majority of Jewish people live, were predominantly English-speaking, influenced by English modes of thoughts" (p.37)

Although on the whole well integrated into the economic and cultural life of South Africa, there were periods of tension between the Jews and the two other White groups (e.g. 'Quota Act' of 1930, and 'Aliens Act' of 1936, which

limited Jewish immigration). Discrimination against Jews on the part of the Afrikaners seems to have been due mainly to political reasons (Marquard, 1962). As Sichel (1966) wrote,

"It (i.e. discrimination) became coupled with such issues as the future of Afrikaner nationalism, the relations between the various races, and what was known as the system of 'British-Jewish-Democracy', an echo of the anti-democratic ideologies of the day" (p.14)

Even in present times some anti-Jewish feelings seem to exist in a number of Afrikaners, especially among strong supporters of the Nationalist Party,

"... because most Jews are in fact, openly or less publicly, supporters of parties opposed to the Nationalist Party" (Marquard, 1962, p.251)

The pro-government newspaper *Dagbreek en Sondagnuus* wrote in 1963 that it had put the following questions to the Jewish Board of Deputies:-

"Why is it that such a high percentage of Whites who are detained under the 90-day clause of the General Law Amendment Act are Jews?

Is it an indication that Jews are not happy in South Africa, or is it merely an outcome of their strong freedom urge?

What is the official Jewish standpoint about the actions of people such as Goldreich and Wolpe?

We put these questions because we have received quite

a number of letters from readers to the same effect. Among Afrikaners there is an interest in the Jewish striving. It is of importance to know if the Jews as a whole are against Government action and whether that is the reason why so many Jewish names are to be found in the ranks of the detained?"

(Cited in: 'Report to South African Jewry, 1965,p.7)

On the other hand it has been stated that the Afrikaner, "... has never been a thorough-going anti-Semite... (he) has always respected the Jews and their religion and has, indeed, had a kind of fellow-feeling for them!" (Marquard, 1962, p.250)

Whereas tensions between Afrikaners and Jews have been mainly due to political issues, discrimination against the Jews by the English-speaking section was mainly caused by commercial rivalry (Marquard, 1962). But such discrimination was rarely outspoken, except perhaps for the non-admission of Jews to certain clubs. This might be due to the 'English way of life', where,

"... in general, blatant anti-Jewishness would not be regarded as good form!" (Brotz, 1959, p.95)

In spite of some tensions between the two major White groups in South Africa on the one hand and the Jews on the other, it seems that the latter are well integrated and content to live in the country, as 89% of the male and 92% of the female immigrants questioned by Sichel (1966) stated that they had asked for South African citizenship.

Several investigations carried out between 1934 and 1966 have shown that attitudes held by Jews towards the other main groups in South Africa have been fairly stable.

As can be expected, the most favourable opinions were held towards their own group (MacCrone, 1937; Pettigrew, 1960; Lever, 1966). By means of a detailed analysis Herman (1945) found that his Jewish subjects who had been born in South Africa differentiated between Jews who came from different countries. They were far more in favour of marrying Jews from South Africa or from Palestine than Jews from Eastern Europe and Germany. In spite of this differentiation between Jews, the attitude towards them was still more favourable than towards non-Jews.

Today, however, it can be assumed that a distinction between the various Jewish groups is of decreasing importance, especially among the subjects of the present investigation, who were largely South African-born. In recent investigations which used Jews as subjects (e.g. Pettigrew, 1960; Lever, 1966), such subdivisions have not been retained in the questionnaires.

The adjectives attributed to their own group, such as 'very religious', 'hospitable', 'law-abiding', 'good-natured', and 'politically-minded' (MacCrone, 1949); and 'progressive', 'adaptable', 'charitable' (Herman, 1945), can be seen as supporting the assumption made by Lever (1966) that self-hatred is of no significance in the mind of present-day Jews. This could be due to the fact that the Jews,

"... adopt the language and accept, either in whole or in part, the goals and ideals of English-speaking South Africans" (Lever, 1966, p.193)

The relatively close relationship between English-speaking Gentiles and Jews was already found by MacCrone (1937) as well as Herman (1945), since the Jewish subjects rated the English-speaking Gentiles more favourably than any other out-group. MacCrone (1949) found that his Jewish subjects described the English-speaking Gentiles as follows:-

'very fond of sport', 'law-abiding', 'straightforward', 'good-natured', 'intelligent', 'possessing a sense of humour', 'fair-minded', 'energetic', 'charitable', 'industrious', 'hospitable', 'reserved', 'possessing a feeling of superiority', 'conservative', 'politically-minded', and 'persevering'. Similar results were obtained by Herman (1945).

This friendly attitude towards the English-speaking Gentiles is especially evident from the finding that the Jews wanted to have more intimate contact with them than with any other South African group (MacCrone, 1937; Herman, 1945; Pettigrew, 1960; Lever, 1966).

The social distance towards the White Afrikaans-speaking population in South Africa was much greater. This might be due to the characteristics which the Jewish subjects attributed to the Afrikaners, cited by MacCrone (1949) as being:- 'very religious', 'hospitable', 'strong family feeling', 'superstitious', 'politically-minded', 'stubborn', 'very fond of sport', 'law-abiding', and 'good-natured'; or by Herman (1945) as:- 'very fond of sport', 'hospitable', 'anti-semitic', 'politically-minded', 'very religious', 'strong family feeling', 'poor', and 'conservative'.

It can be assumed, however, that the image has changed considerably during the last twenty years due to the fact

that the Afrikaners obtained more and more political and economic power during this period; and due as well to the strict administration of Apartheid. This might have led to the image of a more successful, but also more emotionally distant, picture of the Afrikaners.

Compared to these three White groups the Jewish subjects made a clear distinction between the Whites and the Non-Whites. Their contact with the three major Non-White groups was found to be much less (MacCrone, 1937, 1949; Pettigrew, 1960; Iver, 1966). However, all investigators found that the Jews in South Africa had the most favourable attitude towards the Africans. This attitude seems to be specially relevant in the case of urban Africans (Pettigrew, 1960). It can be assumed that the urban African is more educated and westernized than the rural one, and, on account of this, is seen as being more similar and likeable. MacCrone (1949) mentioned the following characteristics ascribed to the Africans by his Jewish subjects:- 'superstitious', 'good-natured', 'noisy', 'imitative', 'fond of gambling', 'excitable', 'dirty', 'having a sense of humour', 'hospitable', 'unreliable', and 'very fond of sport'.

All in all, these adjectives remind one of the description of a child rather than an adult. Although the Africans have become more important as an economic and political factor during the last twenty years, it can be assumed that due to the official policy in South Africa, Africans may still be seen as being relatively inefficient by the Jewish group.

One explanation of the strong rejection of the Indians found in the studies mentioned previously might be the fact that this group is more likely to compete with the Jewish traders than the Africans. Coloureds were, likewise, seen as being

relatively distant, even more so than the Africans. This might, however, be due to the fact that most studies available were carried out in the Transvaal:- studies in the Cape ought to show a greater degree of preference for this group.

The Jews' image of the Germans was negative shortly before, and during, World War II for obvious reasons (MacCrone, 1937; Herman, 1945). But even twenty years later (Lever, 1966), it can be seen that the rejection of the Germans is still very strong. This rejection is most likely to be concentrated on the more affective aspects than on characteristics such as achievement and efficiency.

Little can be said about the attitude of Jews in South Africa towards Americans and Russians, since no socio-psychological investigations have been carried out in this field. However, it could be assumed that the attitudes are very similar to those held by the English-speaking Gentiles (see previous chapter).

#### 4.5. The South African Indians

Compared to the other main groups, the Indians have been in South Africa for only a century. The first Indians came into the country in the 1860's to work on the sugar plantations in Natal. By further immigration (until 1911) and a high birth rate their numbers have grown to about 470,000 people (1960 census), thus constituting about 3% of the total South African population. Most of them still reside in Natal, and here again they are concentrated in the urban areas (Burrows, 1952).

Their retention of a distinct identity is due to a number of reasons, such as their Hindu or Muslim faith; their different languages (e.g. Tamil, Hindi, Urdu); their distinctive customs (e.g. as regards dress and food); and their relatively well-established tradition, which is different from all other traditions in South Africa. This last-mentioned point seems to be of special importance insofar as the Indians did not tend to show a very positive evaluation of 'Western Civilization' (Danziger, 1958b), in spite of their frequent contact with the Whites, and their strong desire for westernized education (Lazarus, 1962); which has resulted in a relatively large number of well-educated people (Statistical Year Book, 1964). The reason for a 'retarded Westernization' (Van den Berghe, 1964), might be due to a 'cultural pride', i.e. the consciousness of belonging to a rich and ancient tradition which is regarded as at least equal to that of the West. Thus the Indians investigated, unlike the Coloureds, did not particularly seek social contact on an intimate basis with the Whites (Russell, 1961; Van den Berghe, 1964).

In spite of various appeals and promised payment of the return passage to India by the South African government in the past, the majority of Indians regard South Africa as their homeland and have overwhelmingly refused any offers of this nature. In recent years the South African government has accepted the fact that the Indian group is a permanent part of the South African population.

Being industrious and frugal, the Indians are seen as,

"... the most advanced and affluent of the Non-Whites in the country" (Spooner, 1960, p.107)

They have thus become competitors of the Whites, especially in retail trade. Restrictive laws pertaining to the Indian group already date from the early years of the present century, having been advocated more by the English-speaking South Africans than by any other group. Lazarus (1960) wrote,

" Strange as it may appear the whole idea of segregation and the violent clamour therefor was born in the very British city of Durban and the equally British sections of the Province of Natal. Indeed if one goes into the history of it and the anti-Indian attitudes that have been built up around it, one finds that its most vigorous advocates all along the line were largely the English-speaking section of the community" (p.91-92)

Due to this, a very strong anti-English feeling could be expected to exist in the Indian community. But this does not seem to hold true, judging from the results of various

investigations (MacCrone, 1938; Van den Berghe, 1962; Russell, 1961). Thus the English were regarded as being 'hypocritical', 'snobbish', 'intolerant', 'domineering', and 'apathetic'; but also as 'kind', 'tolerant', 'cultured', and 'fair'. On the Social Distance Scale, the English were ranked in second place (after "the Indians"). It does not seem that this attitude can be explained entirely by the findings of Van den Berghe (1964) that the Indians displayed 'surprising tolerance' towards the English, together with showing antipathy towards the Afrikaners. Their relatively friendly attitude might be due to various reasons. One is the greater cultural contact with the English group (Kuper, 1960). A far larger number of Indians speak English than Afrikaans. This might, of course, be also due to the fact that urbanized areas in Natal are predominantly English-speaking, but the Afrikaners have shown more obvious signs of completely wanting to exclude Indians from their society by not allowing them to live in the Orange Free State, and by forbidding them to own land in the Transvaal, something which they could do in Natal. The codification and strict administration of the various Apartheid laws, such as the 'Group Areas Act', was also carried out by the Afrikaners in the government. Van den Berghe (1962) found that the most frequent descriptions of Afrikaners by his Indian subjects were the following:- 'oppressive', 'intolerant', 'haughty', 'frank', uncultured', 'selfish', 'good farmers'. On the Social Distance Scale the Afrikaners were ranked in sixth place, thus being rejected more than the English, the Coloureds, the urban Africans, and the Jews (Van den Berghe, 1962; similar results by MacCrone, 1938).

The Jewish group seemed to be more popular than the Afrikaners, but less so than the English group. Van den Berghe wrote (1962),

"Indians tend to project onto Jews the traits that Europeans attribute to Indians!" (p.58)

Thus the most common characteristics of the Jews as given by the Indians were, 'good in business', 'stingy', 'money-conscious', 'selfish', 'dishonest', and 'clannish'. Jewish males and females obtained 4th and 5th rank, respectively, on the Social Distance Scale (Van den Berghe, 1962). There seems to be little contact between these two groups, as Van den Berghe (1962) found that they obtained the lowest 'association score'. In the investigation of MacCrone (1938) they were ranked second-last on the Social Distance Scale.

The Indians' attitude towards the Africans seems to be a complex one. On the one hand they were found to have feelings of cultural superiority over the Africans. But on the other they tended to accept educated Africans in their homes, in their sport clubs, etc. (Van den Berghe, 1964). Fear was seen by Van den Berghe as probably being the most important element in the attitudes of Indians towards the Africans. Being a small minority group in South Africa, they very often tended to be used as a scapegoat by the Europeans as well as by the Africans. The present-day fears of Africans have their major roots in the 1949 riots, where a large number of Indians were attacked and killed by Africans (Webb and Kirkwood, 1949). Van den Berghe (1964) wrote,

"The ever-present fear of a repetition of the 1949 anti-Indian pogrom, and the expectation of continued, and perhaps worsened anti-Indian discrimination, if a

militant African nationalist government takes over,  
inevitably colours Indian attitudes towards Africans!"  
(p.220)

Because of the economic situation there is considerable contact between these two groups, especially between the Indians and the urban Africans, with whom the Indians associate to almost the same degree as with Coloureds; more so than with the Afrikaners, English, and Jews (Van den Berghe, 1964). This contact seems to result in a more positive image of the urban African than of the tribal one. Urban Africans were regarded by the Indians as 'hardworking', 'violent', 'educated', 'uncultured', 'impolite', 'progressive', and 'politically conscious' (Van den Berghe, 1962). It seems important to reiterate the conclusions reached by Van den Berghe that, on the whole, Indians were more willing to accept Africans than Africans were willing to accept Indians.

The attitude of the Indians towards the Coloureds seems in some measure to be influenced by the relatively high standard of living of the latter (in Durban). The Coloureds are largely descended from Mauritian immigrants who came into South Africa around 1860, very often as skilled labourers (Dickie-Clark, 1966). The relatively high status of these Coloureds is also shown in the findings of Van den Berghe (1964) in 'Caneville', where a number of Mauritians were found to live in so-called White areas and were accepted as Whites. Russell (1961) found that quite a good contact existed between the Coloureds and the Indians. The Indians described the Coloureds in positive as well as negative terms such as 'gay', 'happy', 'sociable', being 'good craftsmen', 'hardworking', 'hedonistic', 'friendly', 'alcoholic', 'quarrelsome', 'apathetic', 'uncultured', and 'unmannered' (Van den Berghe, 1962).

To date, no research has been carried out to establish the attitudes of Indians in South Africa towards the Americans, the Germans, and the Russians. It would therefore be premature to postulate hypotheses at this stage, although it does not seem unreasonable to expect the Indians to hold views similar to those of the English-speaking Whites.



#### 4.6. The Coloureds

About one tenth of the people living in South Africa are officially classified as 'Coloureds' (see Statistical Year Book, 1964), of which 88% inhabit the Cape Province, especially the area in and around Cape Town.

The Coloured group has come into existence due to the contacts between different racial groups in South Africa over a period of more than three hundred years. The three major racial elements involved were the Europeans, the slaves from South East Asia, and the aboriginal tribes (e.g. Bushmen and Hottentots) who lived in the Southern part of Africa. Furthermore, the African element has become of increasing importance during the last fifty years. Thus the Coloured group is generally not considered to be a distinct race, but rather a group of people of mixed descent, who do not belong to any one of the major races in the country (see Official Year Book, 1954-55, p.679). As Golding (1953) wrote,

"Very few positive definitions of Coloured people have been made by the various Government Commissions which have been set up to investigate the problems of the Coloured population thus far. Practically every definition of a Coloured man has been in the form of a statement indicating what the Coloured people are not, leaving the actual and positive definition as an open question" (p.70)

Neither was the role of the Coloureds in South Africa clearly defined in the past. From 1828 onwards, they enjoyed legal equality with the Whites in the Cape Colony (Dickie-Clark, 1966),

and their activities were limited only by unofficial prejudices and discrimination. It was only from about 1920 onwards, when the Government began to exclude them from certain occupations (Marais, 1939), that the Coloureds were regarded more and more as a distinctive group. In spite of this position they were forced to take, somewhere between Whites and Africans, the Coloureds did not act as a cultural bridge between these two major groups (Dickie-Clark, 1966). This seems to be predominantly due to the White-oriented culture of the Coloured people. They did not develop a distinctively different language and religion. Most of them have Afrikaans as their mother tongue, and belong to the Protestant faith. Their emphasis on White values and customs was stressed by various authors (e.g. Kellerman, 1956; Le Roux, 1959; Mann, 1957; Russell, 1961; and Dickie-Clark, 1966). Most Coloureds were found to approve of 'Playing White', i.e. trying to be accepted as a White person (Russell, 1961; Dickie-Clark, 1966). In order to measure the White bias in the Coloured people, Mann (1957) devised a specific scale and administered it to Coloureds in Durban. By means of factor analysis he isolated three factors, which were named: 1) high regard for Whites; 2) readiness to adopt the values of Whites; and 3) a feeling that there should be no barrier between Coloureds and Whites.

Official distinction between Coloureds and Whites is based on external appearance only, which correlates with lower social status and fewer legal rights.

"One reason why the status of Coloureds in South Africa is the 'front line' in race relations may be that, because they are not culturally different from Whites, their different status emphasizes that discrimination

against them is on the ground of colour alone. This marks the boundary between sheer, unadulterated colour prejudice and what might be rationalized as discrimination on the grounds of cultural differences!" (Dickie-Clark, 1966, p.73)

One result of the Coloureds' strong pro-White bias is a relatively vague definition of themselves as a group. As Dickie-Clark (1966) wrote:

"Being a Coloured means, above all, that you are discriminated against by exclusion from many of the advantages of the Whites!" (p.158)

This leads to the feeling that being Coloured is unsatisfactory and unrewarding. In many of the Coloureds tested there was an absence of solidarity and little, if any, feeling of identity (Kellerman, 1956), or a kind of inferiority complex, very often nourished by a commonly held opinion that the offspring of a mixed marriage would inherit the worst traits of both parents (Patterson, 1953). And Mann (1957), in his subscale for in-group disparagement, found that his Coloured subjects showed a very critical attitude towards themselves, such as remarking that they have not such good manners, make more noise, are more quarrelsome, are more careless, drink more, are more two-faced and selfish than the Europeans. But, on the other hand, there are indications that some kind of group awareness is developing within the Coloured community, especially in the middle class. In this respect, Golding (1953) stated,

"To-day it is probably true that they (the Coloureds) are gradually becoming a distinct race, and that a

community sense is growing among them. At the same time we cannot disregard the fact that at the lower levels the Coloured man seeks his salvation nearer the Native and at the higher levels he endeavours to be classed as a European. There are good reasons for both these fringing movements. In the middle, however, the Coloured people have no desire to be considered anything but a distinct community! (p.76)

This result was also arrived at by Russell (1961), who showed that a certain, albeit small, group showed an excessive group consciousness. He wrote that such comments,

"... were made by people who perceived the Whites and Coloureds as belonging to two divergent and irreconcilable camps, between whom there must sooner or later, develop open conflict!"

However, an exceptionally hostile attitude towards Whites has generally been found among a small minority of Coloured subjects only (Kellerman, 1956; Le Roux, 1959; Mann, 1957; Russell, 1961). On the whole, there exists a preference for one's own group as regards social contact, when compared to other main ethnic groups in South Africa. This was established during various investigations using the Social Distance Scale (Rakoff, 1949; MacCrone, 1938; Mann, 1957; Russell, 1961; Joshua, in prog). It could thus be concluded that alongside a positive White bias there is some development of a Coloured group consciousness, something which is supported by the Apartheid policy, since I.D. du Plessis (1957) wrote,

"Met die huidige beleid moet hy (die Kleurling) leer om sy heil in sy eie groep te vind" (p.95)

Such development towards an own group consciousness is strengthened by the Coloureds' attitudes towards other Non-White groups. Several investigators found a relatively strong prejudice against other Non-White groups (MacCrone, 1938; Rakoff, 1949; Mann, 1957; Joshua, in progress).

The attitudes of Coloureds towards Africans seemed to be more negative than towards the Indians. This might be due to the Coloureds' economic competition with the Africans, or to the tendency of the Whites to treat Coloureds on the same level as the Africans - thus causing the latter to become a 'negative reference group' for the Coloureds (Mann, 1957).

The relatively more favourable attitude towards the Indians, especially held by the Coloureds living in the Cape, could be due to the fact that there is little contact and competition between these groups.

The Jews constitute another group in South Africa which was found to be disliked by Coloureds, since in three investigations (MacCrone, 1938; Rakoff, 1949; Joshua, in progr.) the Jews were placed behind the Indians on the Social Distance Scale, and in two of them (those of MacCrone and Joshua) they were rated as being even more unpopular than the Africans.

Of all White groups in South Africa, the English Gentiles seemed to be the most liked (MacCrone, 1938; Rakoff, 1949; Mann, 1957; Joshua, in progr.). This is important insofar as the basic ties between the Cape Coloureds and the Afrikaans-speaking Whites are really much stronger, due to a common language and religion. But, as Mann (1957) explained,

"... repressive policies are more likely to be attributed to Afrikaans-speaking Whites, who govern the country, than to English-speaking Whites; so that there is perhaps a tendency for most Coloureds to prefer the English-speaking Whites to the Afrikaners" (p.206)

The attitudes of Coloureds towards groups outside South Africa have rarely, if ever, been investigated scientifically. However, it can be seen that the attitude towards the Germans has changed considerably during the last thirty years, as they were considered to be the least favourable group before World War II (MacCrone, 1938), as well as a few years after it (Rakoff, 1949). Fourteen years later, however, the Coloureds placed the Germans before the English- and Afrikaans-speaking Whites in South Africa (Joshua, inprog).

The attitude of Coloureds towards the Americans has been investigated only by Mann (1957), who found that,

"pro-England responses were no more likely to occur than pro-U.S.A. responses" (p.215)

It can therefore be concluded that the Coloureds' attitude towards Americans was a relatively positive one.

Since to date the attitude of Coloured subjects towards the Russians has not been studied, it is not possible to formulate definite hypotheses at this point, except perhaps for the anticipated tendency of Coloured subjects to hold views similar to those of the Whites in South Africa.

#### 4.7. The Africans

The majority of the South African population (68.3%) consists of Africans, numbering about 11 million people (Statistical Year Book, 1964). Of these, about 2400 are presently studying at universities or colleges in South Africa (Survey of Race Relations, 1965). When investigating their attitudes it should therefore be kept in mind that the African students are a far more highly selected group than White students.

It can be assumed that the attitudes of Africans towards other groups in South Africa are mainly due to historical developments as well as to the present-day situation (MacCrone, 1937; Ngubane, 1963). Soon after their first contacts with Whites, Africans were being employed on farms as unskilled labourers. Thus a relationship of 'master-servant' was established. In various wars and skirmishes between the advancing White settlers and African tribes, the latter became acquainted with the superior techniques and skills of the former, which almost always led to the submission of the Africans. In the course of time the African tribes <sup>came</sup> ~~go~~ more and more under the rule of the Whites, and the present-day situation is that the White group is governing the country, whereas the Africans have little influence in politics.

Tensions between the two groups have increased during the last decades due to restrictive legislation. Wilson and Mafeje wrote in 1963:-

"...the mobility of Africans in the South African society as a whole is rigidly limited, and the

growth of the middle-class among the Africans is impeded by the restriction of opportunity in industry through the conventional colour bar and job reservation; by the restriction of entry to town and choice of employment; by the difficulty in acquiring skills since an African can rarely be apprenticed and technical colleges are not open to him; and by the restriction on investment in land or house" (p.142)

As these restrictions have been imposed on all Africans, irrespective of tribal membership, they have caused a feeling of belonging together, which, together with rapid urbanization, tended to diminish the importance of tribalism (Mayer, 1961; Van den Berghe, 1962). In this connection, Mkele (1960) wrote,

"Thus, Africans, suffering as they do, from disabilities common to all classes, translate their struggle for status and personal recognition, not into class terms which would cut across colour lines, but into a struggle for the recognition of all Africans. They see their struggle as a struggle against White domination" (p.224)

The idea of African unity is mostly supported by the more educated Africans (Mkele, 1960). It could therefore be expected that these would express more extreme attitudes towards the Whites. But these attitudes need not indicate an out-and-out rejection of the Whites' way of life. In the process of Westernization, many ideas held by the Whites have been accepted, particularly those concerning technical

skills, but also those with ethical, religious and legal implications (Biesheuvel, 1955, 1957, 1958). Many moral standards of the Whites were, on the other hand, looked down upon by the Africans when these were regarded as the sources of White-Black discrimination (Danziger, 1958b). As Ngcobo (1953) wrote:-

"The Bantu readily admit the superiority of European arms, technical skills, and knowledge; they do admit that the materials of the European culture are better and more convenient than most of what they have. But at the same time they reject much of the morality, folk-ways and habits of the Europeans, and claim that their role of behaviour and morals are better. To the Bantu the Europeans, probably because of their materialistic outlook, lack the essential quality of human beings" (p.56)

Besides this, an aspect has to be mentioned which can be assumed to have been influencing the African subjects in the present investigation. This is the existence of considerable fear to criticize the present-day situation in South Africa. According to Danziger (1958a, 1958b), the two worst things which could happen to an African are political persecution and economic insecurity. The reality of the first kind of fear can be demonstrated by the number of radical African political leaders who have been banned, exiled, or imprisoned. The second kind of fear is as real as the first one, as the Africans generally constitute the lowest income group in the country (Statistical Year Book, 1964). Thus it is understandable that by using TAT-cards, Brett (1963) found his African subjects to concentrate to

a high degree on the economical insecurity of their work situations, such as the following story:-

"This is an African who is being fired from his job for no apparent reason - probably just a bad feeling of his boss. He is not even given a chance to ask a question. Only because he has had another employee who is White. The employer fires him outrightly. This is very common!" (Brett, 1963, p.21)

Because of the low wages of Africans it can be assumed that a large number of the African students tested are dependent on Government scholarships, which are liable to be withdrawn if the student in question voices anti-Government opinions. Due to this it is very likely that a number of students in the present investigation might have displayed attitudes differing from their real ones, although it was attempted to overcome this by asking the subjects not to mention their name on the answer sheet.

Up to this point the Whites have always been discussed as if they were a homogeneous group in the eyes of the Africans. But various investigations have proved that they made a clear distinction, especially between Afrikaans- and English-speaking Whites.

Of all groups the Afrikaners were disliked most. MacCrone (1949) found that the following characteristics were most frequently attributed to them:- 'quarrelsome', 'stubborn', 'brutal', 'feeling superior', 'noisy', 'domineering', 'very religious'. Or Van den Berghe (1962) found that his African subjects saw the Afrikaners as being 'oppressive', 'prejudiced', 'frank',

'inhuman', 'uncultured', 'snobbish', and 'dogmatic'. Similar attitudes indicating strong rejection were voiced by the African subjects of Crijns (1959), as well as of Brett (1963).

The English-speaking Whites in South Africa, were on the other hand, generally judged more positively than the Afrikaners. MacCrone (1947) found that the following characteristics were most frequently attributed to them:- 'fairminded', 'energetic', 'charitable', 'having strong family feelings', 'good-natured', 'possessing a sense of humour', and 'being politically minded'. Less favourable attitudes were voiced twelve years later in the investigation conducted by Crijns (1959). This could be due to the political development during the last two decades, because Van den Berghe (1962) also found that the frequency of anti-English attitudes had increased. They were regarded as being, 'hypocritical', and 'cunning', but the adjectives 'educated' and 'tolerant' were also mentioned, though more rarely. 'Hypocrisy' was also stressed by the subjects of Brett's (1963) study, who concluded that the Whites were tolerant and tactful towards the Africans on the surface only. One respondent expressed this as follows,

"Which European do you mean? Anyway the English-speaking South African is an aristocrat who only brags he is annoyed about Afrikaner domination but who would not have done anything more for the Africans!"  
(Brett, 1963, p.42)

Furthermore, Van den Berghe (1964) wrote that, compared to the Afrikaners, who were disliked for their policy of Apartheid and their blunt attitudes and behaviour, the

English-speaking Whites were rejected because of their,

"... only more subtle, more openly polite and superficially conciliatory, more hypocritical and two-faced dealings" (Van den Berghe, 1964, p.215)

The Jews in South Africa were described by the African subjects tested as, 'shrewd at business', 'fond of gambling', 'thrifty', 'industrious', 'dirty', and 'unreliable' (MacCrone, 1949). Fourteen years later this picture had changed somewhat, since African subjects questioned by Van den Berghe (1962) judged the Jews only as being 'money-conscious', and 'good in business', whereas the other attributes mentioned above were no longer predominant.

In the last-mentioned study it was also found that there was relatively little contact between the Africans and the Jews, and that the Jews were better liked than the Afrikaners, but more disliked than the English-speaking White Gentiles.

The relationship between Africans and the Indians in South Africa has been strained for a long time, and open violence erupted in Durban during 1949. Consequently, attitudes towards the Indians have remained negative on the whole. Mann's (1955) African subjects explained that their negative attitudes towards the Indian community in Baumannville, Natal, were due to the following:- The Indians 'behaved badly', as they 'exploited Africans', they 'slept with African women', they 'could not be trusted', were 'unclean', 'selfish', 'exclusive'; they regarded themselves as being 'superior' to Africans, and were generally 'different from Africans', as well as being 'interested in money'. Only 13%

of Mann's sample made favourable comments, such as that they were 'good', 'kind', 'sympathetic', 'friendly', and 'not different from the Africans'. All in all the Indians were the group the Africans were least willing to mix with. These results were supported by the findings of Van den Berghe (1962) and Brett (1963). The Indians were regarded as being 'good in business', 'dishonest', 'hardworking', and 'exploitative' (Van den Berghe, 1962). In his book on 'Caneville', Van den Berghe mentioned four major grievances the Africans had against the Indians:

1. They did not support the Africans in their political struggle;
2. they were exploiting the uneducated Africans;
3. they were monopolizing the better-paid jobs for Non-Whites; and
4. they were dominating Non-White organizations. (p.216)

In the sphere of social relations the Indians were seen as being more distant from the Africans than the Coloureds.

It should be kept in mind that two of the investigations mentioned here (Mann, 1955; Van den Berghe, 1962), were carried out in Durban, where the tensions between Africans and Indians are particularly strong. Mann (1955) explained these relationships as follows,

"In Natal, the Africans would regard the Indians as next above themselves in terms of power, with the Europeans further above and would disregard the Coloureds because of identification with them, though these are negligible because of their small number; consequently the Africans would direct their hostility chiefly against the Indians. In

the provinces of the Union outside Natal, though, the Coloureds stand between Africans and Europeans in the apparent ascending order of power, and Indians are not significant because of their small number. If Africans identify themselves with the Coloureds or regard them as inferior, according to the hypothesis, hostility would be directed chiefly against the Europeans" (p.193)

These hypotheses were supported to some degree by the findings of Brett (1963), whose African subjects saw the Indians in a more favourable light. 20% of the subjects regarded them as 'fellow sufferers of the Africans', although 30% still judged them to be exploiters.

The attitude of the Africans towards the Coloureds seems to be somewhat different than towards the Indians, although both obtained very similar mean rankings on both of Brett's (1963) attitude scales. Mann (1955), Brett (1963), as well as Van den Berghe (1962) showed that the Africans seemed to loathe the colour consciousness of the Coloureds, which caused the latter to prefer Whites to Africans. Mann (1955) wrote,

"... the Coloureds are resented because they arrogate themselves above the Africans, although their race is ambiguous and although they have ties of kinship with the Africans" (p.192)

The Coloureds were also seen as being 'lazy', 'drunken', 'unsuccessful', and 'unstable'. But, on the other hand, they were seen as being similar to the Africans, e.g., 'they are borne by our sisters' (Mann, 1955, p.192);

'they are gay and happy' (Van den Berghe, 1962, p.60). Thus the Africans in Mann's study preferred Coloureds to Whites and Indians. In the study of Van den Berghe (1962) the Coloureds were the group with whom the Africans had the closest contact in everyday life, although they still preferred the contact with English-speaking Whites.

From the findings of Brett (1963) it may be expected that the image of the Americans will be fairly positive, and that of the Russians more unfavourable, although the high scientific achievements of the latter might influence this in a positive way. No investigation could be traced which dealt with the attitude of Africans towards the Germans. It can only be surmised on the basis of Brett's (1963) study that the Germans were relatively unknown to the Africans, because they were never mentioned in reply to the question, 'Discuss and say what you feel about events in countries that interest you elsewhere in the world'.

The last question concerns the self-image of the Africans. In the less-educated Africans there seems to be a high regard for one's own tribe (De Ridder, 1961; Mayer, 1961; Wilson, 1963). But, as has already been mentioned, the more educated and urbanized Africans seemed to stress the unity of Africans more than their tribal differences (Matthews, 1960, 1961). Africans in the cities were also regarded more positively than the tribal ones (Van den Berghe, 1962). The African writer Mkele (1960) wrote,

"As for the urban African, the pathetic efforts being made to revive tribalism and loyalty to chiefs would be laughable if they were not so

tragic. Africans will look increasingly to their educated elite and their middle class for leadership rather than to the traditional elite" (p.225)

Gillespie and Allport (1955) found that the Africans showed a higher degree of self-identification than all other groups tested. This seems to correlate with their remarkable interest in social problems of their own group (Mann, 1962; Danziger, 1958b; Bloom, 1960).

MacCrone (1947) found that his African subjects tended to stress the moral values of their own group by ascribing to themselves qualities such as being 'very religious', 'good-natured', 'straightforward', and 'having strong family feelings'. These results were supported by those of Mann (1955), Crijns (1959), Van den Berghe (1962), and Brett (1963). Mann (1955) found that only one third of the Africans tested wanted to have social contacts with other ethnic groups, such as the Whites, Coloureds, or Indians. And Brett's (1963) subjects stated that they preferred their own group to any other one by far. This might be due in part to the 'developing black counter-nationalism with many racialistic undertones' (Van den Berghe, 1964, p.214), which were expressed in relatively strong anti-White and anti-Indian attitudes.

In conclusion it can be expected that the Africans are probably more racialistic than the Indians, but less so than the Whites.

#### 4.8. Implications for the experimental investigation

As pointed out in the preceding discussion, the aim of the present study was to investigate ethnic attitudes in a country where much emphasis is placed on differentiation between various ethnic groups. This involved not so much the verification or falsification of a particular theory, but rather an attempt to obtain a more detailed description of ethnic stereotypes held by various groups in South Africa.

The results obtained during the present investigation will henceforth be compared with the descriptions of the six groups as presented in the foregoing chapters.

The emphasis in the present study was placed on an attitude analysis of the more educated members in each group. It is the educated person, after all, who can more strongly influence politics and attitudes in a country. Nevertheless, it should be kept in mind that the results obtained reflect only the attitudes of small, but elite, groups; and that sweeping generalizations are not permissible.

When in the following chapters the groups tested are called 'the Afrikaners', 'the Africans', etc., this is really an abbreviation of the full terms such as 'the White Afrikaans-speaking students tested', or 'the African students tested'. Whenever a group's name is placed between inverted commas (e.g. "the Afrikaners"), it indicates that such a name represents the concept rated by various subjects.

It was, of course, not possible to establish the exact connection between subjects' attitudes as given in response

to the test, and their 'real' attitudes which were, or were not, mentioned. It can be assumed in the light of other findings (especially those of Kellerman, 1956; Le Roux, 1959; Brett, 1963; and Dickie-Clark, 1966) that the Non-Whites tested were somewhat reluctant to state their real opinions, whereas the White subjects were more frank in their judgments of the other groups in South Africa.

The results obtained will therefore, at best, show attitude trends which should, however, point to conclusions of a more general nature when discussed in the light of previous findings by independent investigators.

CHAPTER I

THE EXPERIMENTAL PROCEDURE

1.1. The subjects

In order to obtain test results from matched groups, 760 students in their first academic year at various South African universities were selected. Co-operation was secured from the following six institutions:-

University of Cape Town (Whites),  
University of Stellenbosch (Whites),  
University College, Durban (Indians),  
University College of the Western Cape, Bellville  
(Coloureds),  
University College of Fort Hare, Alice (Africans),  
Rhodes University, Grahamstown (Whites).

The bulk of the data was collected at the beginning of 1965. Some first-year students of 1966 were also tested at Fort Hare, the University of Cape Town, and Bellville College, in order to increase the number of subjects.

The English-speaking White Jewish\* sample was taken from the University of Cape Town, the Afrikaans-speaking White\*\* subjects came from the University of Stellenbosch, and the English-speaking White Gentiles\*\*\* from Rhodes University. This resulted in the following distribution of subjects:-

	<u>m</u>	<u>f</u>	<u>total</u>
Afrikaans-speaking students	70	90	160
English-sp. Gentile students	50	80	130
English-sp. Jewish students	19	50	69
Indian students	116	34	150
Coloured students	125	44	169
African students	50	32	82
Total	430	330	760

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\* Henceforth also referred to as 'the Jewish subjects' or 'the Jews'. These were English-speaking subjects who reported in the questionnaire that they belonged to the Jewish group.

\*\* Henceforth also called 'Afrikaans-speaking subjects' or 'Afrikaners'.

\*\*\* Henceforth also called 'English-speaking subjects' or 'English'.

1.2. The test material

The test consisted of two parts:- the Semantic Differential, followed by a questionnaire (see Appendix, p.241, for a specimen copy).

The Semantic Differential

The Semantic Differential can be discussed under three aspects:-

- the opposite adjectives presented
- the rating scale
- the various concepts to be judged.

The opposite adjectives

The adjective pairs were chosen by Professor K. Danziger (then Head of the Department of Psychology, University of Cape Town), and the author, taking Osgood's selection (1957) into account.

An attempt was made to choose adjectives which would be of relevance for judging different ethnic groups under various aspects, and formulated so as not to antagonize the subjects.

It was decided to use twenty adjective pairs, since a smaller number would tend to give too little information and a larger number might possibly have bored the subjects. The positioning of adjective pairs was carried by means of random selection as regards their sequence in relation to all other pairs, as well as their position on the left hand or right hand side.

The following adjective pairs were used (in order of presentation:-)

active	-	passive
humorous	-	humourless
unsuccessful	-	successful
thoughtless	-	thoughtful
efficient	-	inefficient
insincere	-	sincere
simple	-	complicated
wise	-	foolish
cold	-	warm
unhappy	-	happy
excitable	-	calm
reserved	-	open
conservative	-	progressive
strange	-	familiar
fast	-	slow
careful	-	careless
relaxed	-	tense
tender	-	tough
ugly	-	beautiful
vague	-	precise

For the Afrikaans-speaking students the test was translated with the assistance of Dr. E. Raidt, Lecturer in Afrikaans at the University of Cape Town.

#### The rating scale

A seven-point interval scale was introduced between each pair of opposite adjectives in order to obtain differentiated judgments. This is in accordance with many other investigations utilizing the Semantic Differential (e.g. Osgood et al., 1957).

A zero was used in the middle of the scale in order to fix a neutral point. The increase from zero through moderate to extreme agreement with one of the adjectives was indicated by the numbers one, two, and three, respectively, on both sides of zero, e.g.:-

active      3    2    1    0    1    2    3      passive

The concepts

Ten concepts were to be rated on the Semantic Differential.

Of these, six were names of ethnic groups in South Africa, viz.:-

	<u>Abbreviations used</u>
"the Afrikaners" *	AK or AFK
"the English-speaking South Africans"	EN or ENG
"the Jews"	JE or JEW
"the Indians"	IN or IND
"the Coloureds"	CO or COL
"the Africans"	AC or AFC

The seventh concept dealt with the individual self-estimation of each subject , formulated as "Me".

The last three concepts were names of overseas nations, viz.:-

- "the Americans", put at the beginning of the test as a 'warming-up' concept; (abbreviated AM);
- "the Russians", as an opposite concept to the Americans, (abbreviated RU);
- "the Germans", because the investigator is German, (abbreviated GE).

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\* Concepts rated by the subjects are henceforth placed in inverted commas to distinguish them from the names of the actual groups tested.

The questionnaire

The questionnaire consisted of an evaluation of the test by the subjects. The subjects were asked firstly to write down their sex, age, etc., and after that to give a short comment on the test, as well as evaluating it by underlining one of the following five replies:-

Did you find the test   a) very boring  
                                  b) boring  
                                  c) indifferent  
                                  d) interesting  
                                  e) very interesting?

They were furthermore asked to write down the name of the group they knew best, second best, etc., as well as those concepts which they found difficult to rate.

In order to estimate the social desirability of the adjectives they were also asked to underline that one in every pair which to them seemed to be a more positive description of a person.

The administration of the test

The test was always administered during group sessions. The instructions for the test were given on the first page with some examples. In order to make their answers as spontaneous as possible subjects were not required to furnish their names.

CHAPTER II

MOTIVATION OF THE GROUPS

When several groups are compared by means of some paper-and-pencil test it is generally assumed that the motivation of the groups during the time of testing is more or less the same, unless specific efforts to change the motivation in any one group were made beforehand. Similar motivation can be assumed to exist especially in groups which have the same cultural background and who have assembled in a routine classroom atmosphere.

Since the cultural background of the groups in the present investigation varied, it was thought necessary to establish the extent of homogeneity of motivation by asking two questions. The first one dealt with the subject's interest in the test, and the second one asked for comments on it.

2.1. The degree of interest in the test

In order to measure their degree of interest, all subjects had to answer the question, "How did you find the test?". Five possible answers were provided, viz.:- (1) very boring (2) boring (3) indifferent (4) interesting (5) very interesting.

Table 1 shows how every group answered this question:-

Table 1 Question:- How did you find the test?

	Afrikaans subjects	English subjects	Jewish subjects	Indian subjects	Coloured subjects	African subjects
(1)very boring	3%	1%	2%	2%	1%	5%
(2)boring	8%	3%	10%	5%	2%	0%
(3)indiff-erent	35%	29%	20%	9%	13%	21%
(4)interest- ing	41%	52%	59%	68%	52%	51%
(5)very int- eresting	13%	15%	9%	16%	32%	23%
Median score	3.61	3.82	3.80	4.00	4.14	3.98

It can be seen that the answer 'interesting' obtained the highest percentage in every group.

In order to obtain the average judgment, each of the five categories was given a scale value, ranging from one (very boring) to five (very interesting). The median was calculated for each group, and the results are shown in the bottom row of Table 1. A median of 1 would indicate that all subjects of that group found the test 'very boring'; a median of 5 would, on the other hand, show that the test was rated as 'very interesting' by all subjects. Consequently, a median of 3 would suggest an attitude of indifference.

It can be seen in the table that all medians are above 3.00, thereby indicating that all six groups held a relatively positive view towards the test. It can therefore be assumed that all groups co-operated to a satisfactory degree. A variation in the degree of interest is, however, also apparent: Coloured subjects showing relatively greater interest

(median 4.19), Afrikaners showing relatively less (median 3.61).

In order to see whether there were any significant differences between these average judgments, the Median Test (Siegel, 1956) was carried out, comparing males and females of every group, as well as comparing the various groups with one another. No significant differences were found between the sexes in any one group. Males and females could therefore be taken jointly to establish the significance of differences between the ethnic groups (see Table 2).

Table 2 Differences between groups as regards  
their opinions of the test

	Afrikaans Ss.	English Ss.	Jewish Ss.	Indian Ss.	Coloured Ss.	African Ss.
Afrikaans Ss.	-	-	-	+++IN	+++CO	++AC
English Ss.	-	-	-	-	+CO	-
Jewish Ss.	-	-	-	-	+CO	-
Indian Ss.	+++IN	-	-	-	-	-
Coloured Ss.	+++CO	+CO	+CO	-	-	-
African Ss.	++AC	-	-	-	-	-

Significance levels:- + = .05    ++ = .01    +++ = .001  
(Abbreviations behind the plus-signs denote the group with the significantly more favourable attitude)

It can be seen that the White groups showed significantly less interest than the Coloureds. This is especially evident in the case of the Afrikaners, who did not only differ significantly from the Coloureds, but also from the Indians and Africans.

It could be hypothesized that the relatively smaller degree of interest shown by the White groups could be due to one or more of the following:-

1. The White groups in South Africa do not like to reveal their true ethnic attitudes (especially if these tend to be strongly stereotyped and negative), because they try to explain the need for ethnic discrimination in South Africa with (quasi) rational arguments, and less by giving emotional reasons. Thus they could be expected to show little interest for research in this field, since they fear results which might reveal them in an unfavourable light.
2. The Non-White groups are more appreciative of the possibility to state their real attitudes towards other groups in the country on condition that there is no fear of being prosecuted for this. They furthermore welcome an attempt to explore one aspect of their situation by means of objective research.
3. The White groups are more critical of the test's purpose, namely the request to generalize attitudes held towards individuals and to apply these to groups.

In the following chapter an attempt will be made to show which of the three explanations could be the most valid one.

## 2.2. Comments on the test

It was possible to classify the spontaneous answers according to nine major criteria. The percentage of the grand total as well as of each separate group is given in Table 3.

The overall picture was further analysed, taking the separate groups into account. The differences between male and female subjects in each group as well as between the groups were calculated by the Chi-Square Test (or by the Fisher-Yates Test, whenever frequencies in any one of the four cells were less than five; Siegel, 1956).

Only three significant differences between males and females inside the groups occurred. The English-speaking males stressed significantly more often (.05-level) that the test was measuring the familiarity with groups, whereas the English-speaking females made the more negative comment significantly more often (.01-level) that the test was difficult to rate, because of lack of personal contact with other groups. Furthermore, male Coloureds found the test more interesting (.01-level) than the females of their group. The result is in accordance with their reaction to the question, "how did you find the test?", where males were generally more positively inclined.

As only 5% of the differences between male and female subjects were significant, they were jointly taken for further calculations in each group.

After that the frequencies between the six groups on each of the nine criteria were compared by either Chi-Square or

Fisher-Yates Test. Significant differences are given in Table 4.

It can be seen that only a very small percentage of the subjects (never exceeding 4% in any group) mentioned a rejection of the test due to emotional reasons, as it is expressed in the answers, "I do not like it", "it serves no purpose", "it was a waste of time". There was moreover very little difference between the groups as regards these answers. It could therefore be concluded that the first explanation in the foregoing chapter concerning the lesser interest of the White groups seems to have been of little relevance. They did not express a strong negative feeling when being asked about their ethnic attitudes.

The absence of any detailed and strongly positive appreciation of the test shows, on the other hand, that none of the groups really welcomed this type of research. This seems to be valid in the case of the Whites as well as the Non-Whites. Thus the relatively greater interest in the test shown by the Non-White groups can not be explained in this way.

Nevertheless, the Non-White groups did stress more often that the test was interesting. This is true especially in the case of the Indians and Coloureds who differed significantly at the .001-level from all White groups. It is in accordance with their answers in the foregoing chapter, where both Non-White groups mentioned obtained the highest medians. One possible reason for their relatively greater interest can be seen in the way they interpreted the purpose of the test, namely, "to measure the

degree of familiarity with a group", as they gave this comment significantly more often than any of the other groups, and, inside their group more often than any other comment except "interesting". From this it can also be deduced that the Indians as well as the Coloureds were not so aware of being tested as regards their ethnic attitudes.

On the other hand, the lesser interest of the English and the Jewish subjects seems to stem especially from the fact that for about one fifth of them it was difficult to generalize attitudes based on individual contacts so as to fit a whole group. This critique was voiced far less by any one of the other four groups. It does not seem to be a specific characteristic of the White groups, as only 2% of the Afrikaners mentioned it.

Whites, taken as a whole, seem to differ from Non-Whites only in the tendency to have a more critical attitude towards some of the adjectives and concepts, since they stated significantly more often that they had experienced difficulties in rating some concepts on some adjectives.

The most frequently mentioned critique of the test voiced by all groups was that they had no previous contact with some of the groups to be judged.

On the whole it can be said that the third reason given in the previous chapter seems to be the most relevant in explaining the lesser interest of the Whites. Among the English and the Jewish subjects three reasons were mainly given, viz.:-

1. The difficulty to generalize;
2. the difficulty of rating some concepts on some adjectives, and
3. not having had enough contact with some of the groups to be rated.

Among the Afrikaans subjects, however, only the last two points seem to have been of importance.

It should furthermore be noted that no subjects made comments which could indicate a strong fear of having had to participate in the test. Two reasons could be given for this:-

- (a) either the subjects did not want to state their fear in such an open form, or
- (b) being tested anonymously did not evoke strong fear reactions.

2.3. Conclusions

The motivation of all the groups as regards their interest in the test was found to be adequate, and no strong emotional aversion towards the test seemed to have played an important role.

Critical remarks made by the subjects concentrated on the lack of contact with the groups to be judged, especially in the Non-White testees, whereas the Whites also mentioned that they had difficulties in judging some of the concepts and adjective-pairs.

The task to generalize from attitudes towards individuals to attitudes towards groups seemed only to have troubled a minority of the English and Jewish subjects, whereas it was not relevant in the case of the four other groups.

Co-operation, then was generally found to be sufficient to warrant further analysis of the data, thus confirming Hypothesis I, as stated on page 10 .

CHAPTER III

INVESTIGATION OF  
THE ADJECTIVE PAIRS

3.1. The social desirability of the adjective pairs

The social desirability of the adjective pairs was established at the end of the test by asking each subject to underline that adjective in a pair, which he or she regarded as the more positive description of a person.

The frequencies of preference were counted for each group, male and female subjects taken separately. The percentage of each group as a whole is shown in Table 5 in the second column. (Because of space shortage only that adjective in a pair, which was seen as being the more positive one by all subjects tested is given on the left hand side of the table). Thus the percentage of subjects who preferred the opposite adjective in each pair, not shown in the table, can easily be calculated by subtracting the percentage shown from 100%. For example, 96% of the Afrikaans subjects regarded 'active' as a more positive characteristic of a person, and, accordingly,  $100\% - 96\% = 4\%$  preferred the adjective 'passive'. The more positive adjectives (as chosen by all subjects combined) will henceforth be the only ones listed in the tables.

Male - female differences

By means of the Chi-Square or Fisher-Yates Test the frequencies between male and female subjects were compared inside each group. Significant differences are recorded in

the first column of each group in Table 5 under the heading "M - F".

It can be seen that there were only very few significant differences, and none in the Jewish and the African groups. The largest differences occurred in the case of the adjective pair tough-tender, where the English, Coloured, and Indian females preferred tender significantly more often than their male counterparts. The same tendency existed in all other groups, but not to a significant degree.

A similar trend appeared in connection with the adjective careful, although males and females regarded it in general as more positive than careless. But the male subjects, especially the Afrikaners, tended to stress careful as a more positive quality.

The other two differences appeared only in the Afrikaans group, where warm and familiar were regarded by the males as more positive than by the females.

Since only six of the 120 differences between male and female subjects proved to be significant, the results from both sexes were used jointly in subsequent calculations.

The insignificant number of sex differences as regards this kind of judgment corresponds to results of various studies on the social desirability of certain personality traits cited by Edwards (1957). Thus Hypothesis XII (Page 19) can be accepted.

Adjective preferences inside pairs

In order to establish whether the preferences for an adjective in a pair were significant, the deviation from a 50-50 distribution was calculated by means of the Chi-Square or Fisher-Yates Test. The significance levels in the column "% - 50%" of Table 5 indicate the extent to which the adjective mentioned was preferred to its counterpart.

It can be seen that in the case of 15 adjective pairs all groups showed a preference for one adjective to such an extent that it deviated significantly from a 50-50 distribution. These 15 adjective pairs are shown in Table 6, and the more positive adjectives are always underlined.

Table 6    Adjective pairs where one adjective was regarded significantly more often as a positive description of a person than its opposite

<u>active</u>	-	passive
<u>humorous</u>	-	humourless
<u>successful</u>	-	unsuccessful
<u>thoughtful</u>	-	thoughtless
<u>efficient</u>	-	inefficient
<u>sincere</u>	-	insincere
<u>wise</u>	-	foolish
<u>warm</u>	-	cold
<u>happy</u>	-	unhappy
<u>progressive</u>	-	conservative
<u>familiar</u>	-	strange
<u>fast</u>	-	slow
<u>careful</u>	-	careless
<u>beautiful</u>	-	ugly
<u>precise</u>	-	vague

The same tendency is evident in the case of relaxed-tense (although it is not statistically significant in the African and the Jewish group). Here, the adjective relaxed seems to be more often preferred than tense.

A similar trend takes also place in the case of simple-complicated, where simple is chosen significantly more often than complicated by four groups. Only the Jewish group preferred complicated; however, since only 56% of the Jewish subjects mentioned this, it does not differ significantly from a 50-50 distribution.

Adjective pairs such as tough-tender and calm-excitable seem to have evoked few distinct preferences for any one adjective inside a group. In the case of tough-tender this might have been due to the different appraisal by male and female subjects, discussed previously. In the case of calm-excitable there was a marked tendency in the Jewish group to prefer the latter adjective, whereas the Afrikaners, Indians, and Coloureds showed a significantly stronger preference for the former.

All in all it can be said that for five of the 20 adjective pairs there was no definite trend for a distinct preference of one adjective in a pair.

#### Cross-cultural comparison of adjective preferences

Although the degree of social desirability of adjectives has been established, differences between the various groups concerning this aspect still have to be investigated.

In order to see whether the groups differed to the extent to which they regarded an adjective as being more positive, the

Chi-Square and Fisher-Yates Test was carried out between each group combination for every adjective pair. The results are shown in Table 7 ; the subscripts indicating the group which judged the adjective in question as being more positive than the other group. Furthermore, a Chi-Square contingency table which included all groups was worked out for all adjectives. The results are shown in the last column of the table.

It can be seen in Table 7 that for thirteen adjectives no significant differences occurred, indicating that the six groups generally judged these adjectives in the same way.

In the case of the remaining seven adjective pairs, only one obtained a significant difference on the contingency table at the .05-level. This is due mainly to the Afrikaners and the Coloureds, since for the former 'familiar' was significantly more positive than for the latter.

Adjective pairs which showed a significant difference at the .01-level were precise-vague, and wise-foolish. Precise was judged as significantly less positive by the Africans than by the Afrikaners. Wise was stressed mostly by the Indians and the Afrikaners, and significantly less often by the English-speaking subjects.

The main differences between groups occurred in the judgments of the adjective pairs simple-complicated, calm-excitabile, open-reserved, and progressive-conservative.

Simple was significantly more highly thought of by the Indians and the Africans than by any other group.

As has already been discussed, neither calm nor excitable has a very marked positive quality for any group, although the Afrikaans, Indian, Coloured, and African subjects tended to stress calm, whereas the Jewish and the English groups were more in favour of excitable.

The adjective open was highly favoured by the Afrikaans and least by the Coloured groups. Differences between these two groups were statistically significant.

Progressive was seen as a very positive attribute of a person by the Afrikaans and the Indian subjects. It was stressed significantly less often by the English, Jewish, and Coloured subjects.

Comparing these results with the foregoing it can be concluded that no significant group differences existed as regards preference in the case of 11 significantly polarized adjective pairs, viz.:-

active	-	passive
humorous	-	humourless
successful	-	unsuccessful
thoughtful	-	thoughtless
efficient	-	inefficient
sincere	-	insincere
warm	-	cold
happy	-	unhappy
fast	-	slow
careful	-	careless
beautiful	-	ugly

The adjective pairs relaxed-tense as well as familiar-strange can be added to this list with some reservations, as detailed previously. Furthermore the adjective pair tender-tough, although not showing a definite polarization, was evaluated in a similar way by all groups.

The remaining six adjective pairs did evoke differing interpretations. Three of them, however, which for all six groups were definitely polarized in the same direction, only differed in the degree to which the polarized adjective was seen as being socially desirable. These pairs are wise-foolish, progressive-conservative, and precise-vague. Thus all groups regarded wise, progressive, and precise as being significantly more positive descriptions of a person than the opposite adjectives.

Only in the response to three adjective pairs did the groups really differ in their polarization of the adjectives. In these cases the term positive or negative attitude has to be used with care, since it depends on the group being discussed.

On the whole, Hypothesis XII (page 19) can be accepted for the majority of the adjective pairs.

3.2. The semantic structure of the adjective pairs

In each one of the six groups the semantic structure of the adjectives was investigated separately, using the same method.

The calculations were carried out according to the procedure used by Osgood et al. (1957). The corresponding scores between two adjective pairs over all ten concepts for all subjects were correlated with one another by the product-moment correlation method. This was done for all twenty adjectives, so that an intercorrelation matrix of 20x20 (including self-correlations) was obtained. The matrix was factor-analyzed by Centroid factor analysis (Harman, 1960) and rotated by Kaiser's Normalized Varimax Rotation method (1958).

The results of the factor analyses are shown in Table 8 - Table 13. The factor loadings, as well as the communalities and the percentage of the variance extracted by each factor, are recorded. It can be seen that three factors were always extracted in all six groups. Since the interpretations of the factors differ somewhat from group to group, a short description of the factors of each group will be given separately.

The Afrikaans group (see Table 8)

The communalities show that the factors represent the various adjectives to different degrees. Adjectives like simple, calm, familiar, and tough seem to possess high specific variances, therefore their communalities are

rather low. On the other hand, quite a number of adjectives have definite loadings on one of the three factors.

The first factor is best represented by the following adjective pairs: successful-unsuccessful (.73)<sup>+++</sup>, active-passive (.70)<sup>+++</sup>, progressive-conservative (.69)<sup>+++</sup>, precise-vague (.68)<sup>+++</sup>, fast-slow (.68)<sup>+++</sup>, efficient-inefficient (.67)<sup>+++</sup>, and careful-careless (.60)<sup>+++</sup>. On the whole, this factor deals with the correctness and success of performance. It corresponds to Osgood's 'activity factor'.

The second factor seems to express 'emotional attitudes', since it includes adjectives such as happy-unhappy (.63)<sup>+++</sup>, warm-cold (.65)<sup>+++</sup>, humorous-humourless (.63)<sup>+++</sup>, open-reserved (.60)<sup>+++</sup>, and sincere-insincere (.53)<sup>+++</sup>. This factor might to some degree correspond to Osgood's factor of 'evaluation' which has its highest loadings on adjectives like good-bad, optimistic-pessimistic, positive-negative, complete-incomplete, and timely-untimely (see Osgood et al.1957).

The loadings on the third factor are not quite so high as on the other two. Adjectives which best represent this factor are thoughtful-thoughtless (.52)<sup>+++</sup>, careful-careless (.48)<sup>+++</sup>, wise-foolish (.44)<sup>+++</sup>, precise-vague (.42)<sup>+++</sup>, and calm-excitabile (.42)<sup>+++</sup>. Four of these adjective pairs have loadings of approximately the same amount on the first factor. What then is the difference between these factors? The third factor has not quite the high loadings on adjectives pertaining to attitudes regarding work (such as active, efficient, and fast). However, it shows the highest

loading for calm-excitabile. Taking this into account, the third factor can be labelled 'reasoning attitude', which has something in common with Osgood's 'potency factor'.

The factor best extracted by the factor analysis is the first one with 21% of the total variance, whereas the second one only includes 12%, and the third 8%.

The English-speaking South Africans (see Table 9)

As in the case of the Afrikaans group, some of the adjective pairs which are represented only to a low degree in the analysis, are tough-tender (.13)<sup>++</sup>, and calm-excitabile (.18)<sup>++</sup>. Adjective pairs such as efficient-inefficient (.50)<sup>++</sup>, warm-cold (.58)<sup>++</sup>, and careful-careless (.56)<sup>++</sup> are, however, showing the highest communalities and are thus the best-represented adjective pairs on the factors.

The first factor has its highest loadings on active-passive (.62)<sup>+++</sup>, successful-unsuccessful (.62)<sup>+++</sup>, fast-slow (.62)<sup>+++</sup>, efficient-inefficient (.59)<sup>+++</sup>, precise-vague (.51)<sup>+++</sup>, and progressive-conservative (.48)<sup>+++</sup>. This factor is very similar to the one found in the Afrikaans group, except that the loadings are not quite as high, especially on the adjective pair careful-careless (.36)<sup>+++</sup>. It can therefore be called a factor of activity also, where the stress is not so much on the correctness of performance, but more on the energy involved. Furthermore, it may be mentioned that the adjective pair simple-complicated tended to form an opposite to successful and efficient work. It seems that in the eyes of the English subjects the more simple people were seen predominantly in the light of unsuccessful and

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<sup>++</sup> = communality

<sup>+++</sup> = factor loading

passive behaviour.

The second factor shows high loadings on warm-cold (.75)<sup>+++</sup>, humorous-humourless (.66)<sup>+++</sup>, happy-unhappy (.64)<sup>+++</sup>, familiar-strange (.63)<sup>+++</sup>, relaxed-tense (.57)<sup>+++</sup>, and open-reserved (.55)<sup>+++</sup>. These adjective pairs seem to be more important in personal relationships where achievement does not play such a vital role. Here, the emotional mood in which the personal contact takes place is being stressed. Thus, it can be called a factor measuring the degree of emotional contact between persons. It is quite similar to the second factor of the Afrikaans group, with the exception that in the English group the degree of familiarity is stressed much more.

The third factor can be characterized best by the adjective pairs careful-careless (.60)<sup>+++</sup>, thoughtful-thoughtless (.59)<sup>+++</sup>, sincere-insincere (.49)<sup>+++</sup>, wise-foolish (.47)<sup>+++</sup>, precise-vague (.44)<sup>+++</sup>, and calm-excitabile (.42)<sup>+++</sup>. All in all it seems to reflect qualities which can be summarized as being introverted and reasoning as opposed to superficial carelessness. This is supported by the negative loadings of the adjective pair open-reserved (-.29)<sup>+++</sup>, where 'reserved' would correspond to the positive side of the factor, and open to the negative side.

Compared with the Afrikaans group, the amount of variance extracted by each one of the three factors is different: 13% by the first, 15% by the second, and 11% by the third. Factors in this analysis are of approximately equal weight, whereas in the Afrikaans group the first factor has predominance over the two others.

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++ = communality

+++ = factor loading

The Jewish group (see Table 10)

Table 10 shows a large number of relatively medium- or low-sized communalities. Only the adjective pairs humorous-humourless (.55)<sup>++</sup>, and warm-cold (.69)<sup>++</sup> were extracted to a fairly high degree.

High loadings on the first factor are on the adjectives warm-cold (.68)<sup>+++</sup>, sincere-insincere (.65)<sup>+++</sup>, humorous-humourless (.57)<sup>+++</sup>, thoughtful-thoughtless (.51)<sup>+++</sup>, familiar-strange (.50)<sup>+++</sup>, and relaxed-tense (.50)<sup>+++</sup>. This indicates a trustworthy, warm, and relaxed intimacy, which is furthermore supported by the loadings on happy-unhappy (.49)<sup>+++</sup>, and beautiful-ugly (.43)<sup>+++</sup>.

The second factor has its highest loadings on successful-unsuccessful (.67)<sup>+++</sup>, efficient-inefficient (.66)<sup>+++</sup>, careful-careless (.58)<sup>+++</sup>, precise-vague (.57)<sup>+++</sup>, active-passive (.51)<sup>+++</sup>, and wise-foolish (.51)<sup>+++</sup>. It can therefore be interpreted as measuring achievement, which is similar to the first factor of the Afrikaans and English groups.

The third factor is best characterized by open-reserved (.65)<sup>+++</sup>, progressive-conservative (.58)<sup>+++</sup>, fast-slow (.49)<sup>+++</sup>, familiar-strange (.49)<sup>+++</sup>, humorous-humourless (.46)<sup>+++</sup>, and active-passive (.40)<sup>+++</sup>. Although some of these adjectives also have high loadings on the first or the second factor, they seem to be regarded here in a different connection, together with the adjectives open and progressive. This factor is thus stressing open-mindedness which goes together with a progressive attitude, and the other

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<sup>++</sup> = communality

<sup>+++</sup> = factor loading

characteristics tend to support this interpretation.

As in the case of the English group the percentage of variance extracted by each one of the factors is about the same, with no particular factor predominating.

The Indian group (see Table 11)

The communalities on the adjective pairs simple-complicated (.17)<sup>++</sup>, calm-excitabile (.17)<sup>++</sup>, and tough-tender (.17)<sup>++</sup> are very low, and they are therefore represented by the factors to a small degree only. Adjective pairs whose variances are fairly well extracted are wise-foolish (.54)<sup>++</sup>, warm-cold (.49)<sup>++</sup>, and careful-careless (.54)<sup>++</sup>.

The three factors can be characterized as follows:-

Factor one has its highest loadings on careful-careless (.73)<sup>+++</sup>, wise-foolish (.72)<sup>+++</sup>, successful-unsuccessful (.62)<sup>+++</sup>, precise-vague (.61)<sup>+++</sup>, thoughtful-thoughtless (.61)<sup>+++</sup>, and efficient-inefficient (.58)<sup>+++</sup>. Compared with the first factors of the Afrikaans and the English groups, the present one does not stress activity as much, because the adjective pairs active-passive (.20)<sup>+++</sup>, as well as fast-slow (.25)<sup>+++</sup> have relatively low loadings. However, adjectives dealing with reasoning, such as thoughtful and wise, show high loadings on it. It is thus more a factor measuring reasoning achievement, taking success and efficiency as well as carefulness and precision into account.

The second factor corresponds somewhat to the second factor of the Afrikaans and the English group except for

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<sup>++</sup> = communality

<sup>+++</sup> = factor loading

the fact that it does not show a very high loading on happy and expresses more the familiarity with a group;- something which is lacking in the Afrikaans sample. Taking this into consideration, it might be labelled a factor of emotional closeness. High loadings are on humorous-humourless  $(.64)^{+++}$ , warm-cold  $(.69)^{+++}$ , familiar-strange  $(.61)^{+++}$ , and open-reserved  $(.52)^{+++}$ .

The highest positive loadings on the third factor are on the adjective pairs fast-slow  $(.57)^{+++}$ , active-passive  $(.50)^{+++}$ , and progressive-conservative  $(.45)^{+++}$ : Here the emphasis lies on the quick outcome of performances, which do not entail thorough consideration (as in the first factor), and which do not always guarantee success.

The extracted percentage of variance for the three factors seems to be more similar to that of the Afrikaans group than to those of the English and Jewish groups. The first factor predominates with 17% variance, followed by the second factor with 12%, whereas the third factor has extracted very little variance with 7%.

The Coloured group (see Table 12)

It can be seen from the last column that the communalities are fairly low, particularly on the adjective pairs simple-complicated  $(.12)^{++}$ , calm-excitabile  $(.12)^{++}$ , progressive-conservative  $(.17)^{++}$ , and tough-tender  $(.14)^{++}$ . In the factor analysis, these adjectives are therefore represented only to a small degree. Variance of the other adjectives was elicited more completely.

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$^{++}$  = communality

$^{+++}$  = factor loading

Factor one has its highest loadings on wise-foolish (.57)<sup>+++</sup>, careful-careless (.52)<sup>+++</sup>, precise-vague (.51)<sup>+++</sup>, successful-unsuccessful (.50)<sup>+++</sup>, thoughtful-thoughtless (.49)<sup>+++</sup>, and efficient-inefficient (.47)<sup>+++</sup>. Taking these adjectives together, they seem to express an attitude of 'discerning achievement', which corresponds to the first factor of the other groups, especially to that of the Indian subjects.

The highest loadings on the second factor are warm-cold (.65)<sup>+++</sup>, familiar-strange (.63)<sup>+++</sup>, humorous-humourless (.61)<sup>+++</sup>, open-reserved (.53)<sup>+++</sup>, and sincere-insincere (.49)<sup>+++</sup>. It seemed to stress the close intimacy of human contact, and is similar to those second factors extracted in the case of the other groups.

The third factor is represented most by the adjectives fast-slow (.55)<sup>+++</sup>, and active-passive (.49)<sup>+++</sup>. It can therefore be regarded as a factor measuring activity.

The factors of this analysis extract only a small amount of the total variance, namely 29%. Factor one and factor two are extracted to the same degree, whereas the third factor only reflects 5% of the variance.

The African group (see Table 13)

The adjective pairs happy-unhappy (.14)<sup>++</sup>, tough-tender (.17)<sup>++</sup>, calm-excitabile (.18)<sup>++</sup>, and relaxed-tense (.19)<sup>++</sup> are represented only to a small degree. The highest communalities are shown by the adjective pairs wise-foolish (.50)<sup>++</sup>, careful-careless (.49)<sup>++</sup>, and thoughtful-thoughtless (.48)<sup>++</sup>.

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++ = communalities  
+++ = factor loading

The first factor has its highest loadings on wise-foolish (.70)<sup>+++</sup>, thoughtful-thoughtless (.69)<sup>+++</sup>, careful-careless (.69)<sup>+++</sup>, efficient-inefficient (.61)<sup>+++</sup>, progressive-conservative (.47)<sup>+++</sup>, precise-vague (.42)<sup>+++</sup>, successful-unsuccessful (.53)<sup>+++</sup>, and active-passive (.52)<sup>+++</sup>. Thus it can be identified as measuring consideration and achievement, which is relatively similar to the first factor of the other groups.

The highest loadings for the second factor are on familiar-strange (.64)<sup>+++</sup>, warm-cold (.52)<sup>+++</sup>, simple-complicated (.50)<sup>+++</sup>, humorous-humourless (.49)<sup>+++</sup>, relaxed-tense (.42)<sup>+++</sup>, and sincere-insincere (.40)<sup>+++</sup>. This factor seems to stress emotional closeness, which, in the case of the African subjects, is also closely related to simplicity and a relaxed attitude.

The third factor shows its highest positive loadings on open-reserved (.51)<sup>+++</sup>, fast-slow (.40)<sup>+++</sup>, active-passive (.39)<sup>+++</sup> and progressive-conservative (.36)<sup>+++</sup>. It may therefore be labelled a factor of open-minded activity.

The order of the factors resembles that of the Afrikaans and Indian groups, where the first factor predominates. Here, it extracts 16% of the total variance, whereas the second extracts 10% and the third 6%.

Discussion of the factors has shown that there is some degree of similarity between the groups. In all of them a factor of 'achieving activity' was identified with generally high loadings on the adjective pairs active-

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<sup>++</sup> = communality  
<sup>+++</sup> = factor loading

passive, successful-unsuccessful, efficient-inefficient, wise-foolish, careful-careless, and precise-vague, which bears some resemblance to Osgood's factor of activity(1957). A factor of emotional closeness could also be identified in all groups, with considerable loadings on humorous-humourless, sincere-insincere, warm-cold, happy-unhappy, familiar-strange, and relaxed-tense, which in some ways resembles Osgood's factor of evaluation (1957). The third factor, however, seems to vary to such an extent between the groups that it is not possible to give it a definite name in all cases. However, the low percentage of the variance extracted by it makes it relatively less important.

It can thus be concluded that the factors of achieving activity and emotional closeness are relatively likely to occur in connection with the description of national and ethnic stereotypes, since they were found in the six different ethnic groups tested.

Looking at the extracted percentage of variance for the factors in the six groups, it can be seen that the emotional closeness factor (rather similar to the evaluation factor) does not show any specific predominance over the factor of achievement. This is in line with results of other investigations cited in the first part of this study, especially with those obtained by Protho and Keehn (1957), who also found no predominance of an evaluative factor when investigating the national stereotypes of Italians, Turks, and Germans as held by Arab students.

In order to compare the factors of the groups directly, the similarity indices between the factor analyses were calculated according to a method recently developed in Germany (Sixtl, 1964; Eyferth and Sixtl, 1965). Since this method was published in a German psychological journal and is at present not available in English, a short description will be given below:-

The aim of this method is to make one factor analysis as similar as possible to another. Given two factor analyses, A and  $\bar{A}$  (each one having as many factors as the other), the factors of A on n variables are a, b, c, ...n, and those of  $\bar{A}$  are  $\bar{a}$ ,  $\bar{b}$ ,  $\bar{c}$ , ... $\bar{n}$ . The angle with which  $\bar{a}$  and  $\bar{b}$  have to be rotated in order to minimize the distance between a and  $\bar{a}$ , b and  $\bar{b}$ , etc., respectively, is calculated as:-

$$\tan \angle = \frac{\sum_{i=1}^n a_i \bar{b}_i - \sum_{i=1}^n b_i \bar{a}_i}{\sum_{i=1}^n a_i \bar{a}_i + \sum_{i=1}^n b_i \bar{b}_i}$$

After the rotation of  $\bar{a}$  and  $\bar{b}$  the similarity between the two factor analyses is given as:-

$$S = \frac{\sum_{a=1}^m \sum_{i=1}^n a_i \bar{a}_i}{\sqrt{\sum_{a=1}^m \sum_{i=1}^n a_i^2 \sum_{a=1}^m \sum_{i=1}^n \bar{a}_i^2}}$$

m represents the number of factors in each factor analysis which are being compared.

Rotations between all factor combinations were carried out and stopped only after alpha had dropped below .001 degrees in every case. Then the final similarity index was calculated as a maximum measure of similarity between the two factor analyses.

The similarity indices between all group combinations are given below in Table 14.

Table 14    Similarity coefficients

	AK	EN	JE	IN	CO	AC
AK	---	.95	.91	.74	.77	.90
EN	.95	---	.98	.68	.71	.92
JE	.91	.98	---	.92	.93	.90
IN	.74	.68	.92	---	.96	.94
CO	.77	.71	.93	.96	---	.93
AC	.90	.92	.90	.94	.93	---

All similarity indices obtained are rather high. The factor analyses of the Jewish and the African group show very close similarities to those of all other groups. The factorial structure of the responses given by the Afrikaners, the English, and the Jews can also be made very similar to all others. However, between the Afrikaans subjects and the English subjects on the one hand and the Indians and the Coloureds on the other the least similarities occurred.

It can thus be assumed that the adjectives were interpreted in a similar way by the Afrikaners and the English subjects,

which, however, differed to some degree from the interpretations made by the Coloured and Indian groups. The Jews and the Africans seemed to show interpretations which were the most similar to those made by all others. In spite of the foregoing, the similarities are still so high that it can be concluded that the often widely differing interpretations of the concepts by the various groups were in all probability not due to different interpretations of the adjectives.

These findings correspond to results of other investigations cited in the literature section, where it was found that the semantic spaces of the adjectives are relatively similar in different cultural groups, when using the same set of concepts. Thus Hypothesis X (page 18) can be accepted.

### 3.3. The distribution of scores

The results of the foregoing chapter have one important limitation:- the similarities between the factor analyses of the six groups can generally hold true only for about one third of the total variance, and nothing can be said about the remaining two thirds. Thus the factor analysis of the Afrikaans subjects extracted only 41% of the total variance, that of the English 39%, the Jews 39%, the Indians 36%, the Coloureds 29%, and the Africans 32%. This is rather small when compared with the variances of other investigations. However, the findings do correspond to Prothro and Keehn's (1957) results, whose study is most similar to the present investigation as regards the selection criteria of adjective pairs. They found that their six factor analyses of the concepts 'Italians', 'Turks', and 'Germans' extracted 36.1%, 39.7%, 25.5%, 37.3%, 40.7%, and 27.7% of the variance only. It might therefore be possible that the low percentage of variance extracted in the present investigation is due to specific characteristics of adjectives used in studies on national and ethnic stereotypes.

It was furthermore mentioned in the preceding discussion of the factors that some adjective pairs were represented only to a small degree by the semantic spaces (i.e. having no large loading on any one of the factors), such as tough-tender or calm-excitabile. These adjectives seem to possess rather unique characteristics. Adjectives of this type can generally be found in all investigations of the semantic space, and are usually not discussed in detail.

However, in a study of ethnic and national stereotypes they have to be taken into consideration. In the last three factor analyses of Prothro and Keehn's study (1957), where the total variance was found to be relatively low, eleven out of twenty adjectives had been included, because in former investigations they had proved to be particularly relevant for the characterization of stereotypes. And it will be seen in the subsequent discussion of the stereotypes that the adjectives mentioned above are also relevant in the present investigation of ethnic attitudes. Thus it was decided not to omit them and to compare the distribution of the scores on the adjectives between the six groups.

The assumption underlying the subsequent calculations were as follows:-

Differences between the groups as regards their stereotypes would mainly be due to divergent averages and less to differing score ranges. Thus it had to be proved that the range of scores on corresponding adjectives tended to be similar between the groups.

The range of scores was obtained by means of quartile deviations. These were calculated for every adjective pair on each of the concepts separately, which resulted in 200 quartile deviations for each group. Thus six rank orders (one for every tested group) were obtained for each concept, and the coefficient of concordance (W) was calculated for each concept separately.

A coefficient of 1.00 would indicate that the rank orders between the groups were completely equal, and that adjective pairs with small score ranges in one group also had small ranges in all of the other groups, and vice versa. On the

other hand a coefficient of zero would mean that the groups differed very much in their ranges, with no consistency at all. The coefficients for the 10 concepts are given in Table 15, as well as their levels of significance.

Table 15    Coefficients of Concordance (W) for the  
rank orders of the quartile deviations  
as regards the ten concepts; and the  
level of significance

<u>Concepts</u>	<u>W</u>	<u>level of significance</u>
"the Americans"	.70	.001
"the English"	.65	.001
"the Africans"	.33	.001
"the Germans"	.73	.001
"the Indians"	.70	.001
"the Jews"	.54	.001
"the Coloureds"	.30	.001
"the Afrikaners"	.54	.001
"the Russians"	.70	.001
the "Me-concept"	.76	.001

The table shows that there is a significant similarity of rank orders between the six groups. Concepts such as "Me", "the Germans", "the Afrikaners", "the Americans", "the Russians", "the Indians", and "the English" have a higher degree of similarity than those of "the Africans" and "the Coloureds". It can be concluded that for the first-mentioned seven groups, differences in stereotypes are due more to the average evaluation of the concepts than to the range of the scores, whereas for the two last-mentioned concepts the distribution of the ratings could also have its influence. But even here the significance

level of W indicates that differences are due more to the average judgments than to the score distribution.

### 3.4. Conclusions

The aim of this chapter was to investigate how well the adjective pairs of the Semantic Differential could be used as a tool in cross-cultural comparison. Since it was found that the semantic spaces of the six groups tested show considerable similarity, the use of this test seems justified. However, the factor analyses represent only about one third of the total variance. Since further confirmation of the similarity was needed, it was shown that the range of scores on the adjective pairs tended to be similar between the groups to a highly significant degree. Thus differences in stereotypes will more likely be due to divergencies in the average judgments of a group than to differences between the ranges of the ratings.

It could furthermore be shown that there were only 3 adjective pairs out of a total of twenty which differed significantly in their polarization of social desirability between the groups.

It can be concluded that there is a considerable degree of agreement between the groups as regards their evaluation of the adjective pairs. When differences in the evaluation of concepts occur, it is more likely that they are due to divergent attitudes towards the groups to be judged than to differing interpretations of the adjective pairs.

CHAPTER IV

TWO CHARACTERISTICS  
OF THE CONCEPTS

In order to gain more insight into the handling of the concepts by the six groups, two characteristics of the groups to be rated were investigated:-

- (1) The subjects' degree of acquaintance with the group to be rated, and
- (2) the degree of difficulty experienced when rating these groups.

4.1. The degree of acquaintance with the groups to be rated

This was investigated by asking the subjects to write down the name of the group they knew best, second best, etc.

For every subject a rank could be attributed to each one of the nine concepts (excluding the "Me-concept") according to stated degree of acquaintance. A rank of 1 was given to the best-known, and a rank of 9 to the least-known. The median scores for these rankings of every concept were calculated for each group, males and females separately. Then new ranks were assigned to the medians of the nine concepts according to their size, the lowest median obtaining a rank of one, the highest a rank of nine.

The resulting rank orders between males and females of each group were correlated by means of Spearman's Rank Correlation Coefficient, which resulted in the following:-

Afrikaans Ss.	r = .95
English Ss.	r = .98
Jewish Ss.	r = .97
Indian Ss.	r = .98
Coloured Ss.	r = .98
African Ss.	r = .95

All correlations were highly significant, at the .001-level. It was therefore concluded that males and females tended to make strongly similar judgments. The scores of males and females in every group were therefore added and a new rank order was calculated in the manner described above. The rank orders for each group are shown in Table 16.

Table 16    The degree of acquaintance with  
the group expressed in rankings

<u>Concepts</u>	<u>subjects</u>						Average rank
	Afri-kaners	English	Jews	Indians	Coloureds	Afri-cans	
"the Americans"	6	6	6	6	5	6	5.83
"the English"	2	1	2	4	4	2	2.50
"the Africans"	4	3	5	2	3	1	3.00
"the Germans"	5	7	8	8	7	8	7.17
"the Indians"	8	8	7	1	6	5	5.83
"the Jews"	7	4	1	7	8	7	5.67
"the Coloureds"	3	5	4	3	1	3	3.17
"the Afrikaners"	1	2	3	5	2	4	2.83
"the Russians"	9	9	9	9	9	9	9.00

As expected, in each group the own reference group obtained the rank of one, being the best known to the subjects.

The last column of the table shows the average rank for each concept. "The English" were, on the average, second-best known to all subjects. This was especially so in the case of the Afrikaners, Jews, and Indians tested.

Third-, fourth-, fifth-, sixth-, and seventh-best known were "the Afrikaners", "the Africans", "the Coloureds", "the Jews", and "the Indians", respectively. It is thus evident that the groups inside South Africa were generally also better known to all subjects than those outside the country, especially "the Germans" and "the Russians".

It might be of interest to consider some details:-

The Indians seemed to know their Non-White counterparts better than they knew the Whites. The Africans and Coloureds, however, seemed to know the main White groups better, and the Indians seemed quite strange to them. This might be due to the fact that there are few Indians in the Cape and none in the Transkei. Coloureds and Africans, however, are in Durban, and the Indians are able to have frequent contact with them.

The English sample hailed mainly from the Eastern Cape. They could therefore be expected to know Africans more than Coloureds, since the latter are mainly living in the Western Cape.

4.2. The difficulty experienced in rating the concepts

This was investigated by asking the question:

"Did you find some concepts difficult to rate?"

The percentage of answers in each group is shown in Table 17. By means of the Chi-Square or Fisher-Yates Test the frequencies of the male and female subjects inside every group were compared. Significant differences are recorded in the second column of each group under the heading of 'M-F' in Table 17.

There were only four significant differences between the males and females inside the different groups, three of them on the .05-, and only one on the .01-level. The last-mentioned one occurred in the Afrikaans group, where the females regarded it more difficult to rate "the Russians" than their male counterparts. Because of the small number of differences, males and females were taken together in each group.

The last column of Table 17 shows the percentage of the total sample. "The Russians" were seen as being the most difficult group to rate, followed by "the Indians", "the Germans", and "the Jews". As mentioned previously, these groups are also the ones of which the subjects more frequently professed to have little knowledge. One fourth of the English subjects regarded "the Indians", "the Coloureds", and "the Russians" as being more difficult to judge than most of the other groups did. The concept "the Jews" seemed to have caused more difficulties to the Non-White groups than to the Whites.

Concepts such as "the English", "the Africans", "the Afrikaners", "the Coloureds", and "the Americans" were generally considered easy to judge by most of the subjects.

4.3. The relationship between the degree of knowledge about a concept and the difficulty of rating it.

In order to establish the relationship between the degree of knowledge and the difficulty of rating the concepts, the percentages of Table 17 were ranked according to their size. A rank of 1 was given to the lowest percentage in each group. The resulting six rank orders were correlated with those in Table 16 by using Spearman's Rank Correlation Coefficient. The coefficients and their levels of significance are given in Table 18.

Table 18 Rank correlations between the degree of acquaintance and difficulty of concepts, as well as their level of significance

<u>groups</u>	<u>correlation coefficient</u>	<u>level of significance</u>
Afrikaans Ss.	.89	.01
English-sp. Gentile Ss.	.94	.01
Jewish Ss.	.93	.01
Indian Ss.	.71	.05
Coloured Ss.	.93	.01
African Ss.	.95	.01

The results indicate that there is a significant relationship between the two variables. Those groups which were easy to rate were also the ones which the subjects knew best. On the other hand, concepts such as "the Germans" and "the Russians", which were said to be least known were also regarded as being much more difficult to judge.

CHAPTER V

COMPARISONS BETWEEN  
MALE AND FEMALE SUBJECTS

It has already been shown that male and female subjects inside a group were similar in their responses as regards their interest in the test, their comments, the degree of social desirability of one adjective in a pair, the acquaintance of the groups to be rated, and the extent to which they regard the concepts as being difficult to rate.

But before a more intensive study of the attitudes can be made it should also be seen if sex differences influence ethnic stereotypes or not. For this purpose the ratings made by the male and female subjects were compared on each of the adjective pairs and on every concept. This was carried out by means of the Median Test .

Consequently, for each group 200 Median Tests were calculated. Table 19 (overleaf) shows the number of non-significant and significant differences, for each group separately.

Table 19    Number of non-significant and significant differences between male and female subjects at the .05, .01, and .001-level of significance

subjects	<u>level of significance</u>			
	>.05	.05	.01	.001
Afrikaners	183	13	4	-
English-sp. S.A.	189	10	-	1
Jews	187	11	1	1
Indians	188	8	2	2
Coloureds	195	4	-	1
Africans	191	6	3	-

It can be seen that the overwhelming majority of comparisons in each group is not statistically significant. Thus it can be concluded that the male and female subjects tended to be similar in their average judgments and could therefore be taken jointly in further calculations.

This result seems to be in line with similar investigations made in South Africa. For example, MacCrone (1949), Herman (1945), and Van d. Berghe (1962) did not distinguish between the ethnic stereotypes of male and female subjects on Katz and Braly's list of characteristics.

Differences between male and female subjects did occur on the Social Distance Scale in the studies of Van d. Berghe (1962) and Lever (1966), but not in that of MacCrone (1937). Also Pettigrew (1958) found differences.

However, in Pettigrew's and Lever's studies the differences

(at the .05 and .01-level) are in the minority, and the significant ones generally seem to occur only as regards the attitudes towards the Non-Whites, where female subjects indicated a larger preferred social distance than male subjects. This could be explained by looking at the social role of the White females in South Africa who are prevented from intimate social contact with Non-Whites even more than the White males, and whose transgressions are much more frowned upon by their peers.

Since this difference as regards the social role is only of minor importance in the more cognitive evaluation of ethnic groups undertaken in the present investigation, it is highly probable that differences in stereotypes between female and male subjects will tend to be insignificant.

Thus Hypothesis II (page 10) can be accepted on the strength of these findings.

CHAPTER VI

COMPARISONS OF STEREOTYPES  
INSIDE THE SIX GROUPS

During the following discussions of stereotypes, phrases such as: 'the Americans' are more active than 'the Africans', will often be used. This should not be interpreted to mean that the former are really more active than the latter, but that the former were regarded as being more active than the latter, by the subjects tested. In order to avoid repetitions, the phrase 'seen as being' has frequently been omitted.

Furthermore these statements always pertain only to the subjects being discussed in the relevant chapter. The above phrase should be in full, '"the Americans" are seen as being more active than "the Africans" by the Afrikaans subjects tested', if the discussion is about the stereotypes held by the Afrikaans group.

6.1. The Afrikaans group

6.1.1. An analytical approach

A detailed analysis of stereotypes was undertaken by means of the Sign Test (Siegel, 1956). The ratings of the ten concepts were compared with each other on all of the twenty adjective pairs separately. This method was used in the case of all six groups tested. The results of the Afrikaans group are shown in Tables 20 - 29.

The abbreviation after each level of significance indicates the group which obtained significantly higher scores in the adjective mentioned in the table. For each concept there is one table, showing the concept compared with all others.

A perusal of the ten tables indicates that the great majority of results showed significant differences, mostly at the .001-level. We can therefore conclude that the Afrikaans group made clear distinctions between the various concepts on almost all adjectives.

How the Afrikaners compared themselves with all other groups can be seen in Table 27. For a larger part of the comparisons they regarded themselves as being significantly closer to the positive adjectives. This holds true especially in comparison with the concept "the Jews", "the Indians", "the English", "the Africans", and "the Coloureds".

Most of those adjectives on which other concepts were rated as being significantly higher than "the Afrikaners" consisted of judgments concerning efficiency, e.g. "the Americans", "the Germans", and "the Russians" were

seen as being significantly more efficient, successful, and fast.

The comparisons between the concept "the Afrikaners" and the "Me-concept" are interesting. Here, "the Afrikaners" are almost always higher. It could be hypothesized that the individuals tested did not regard themselves as positively as their reference group. These findings are supported by other studies. It seems that the Afrikaners have a strong feeling of group membership, where the group is setting the standards of behaviour, and the individuals strive to fulfill it. It is what Rhodie and Venter (1959) described as 'the specific racial identity' inherent in the Afrikaans people.

But the individuals also have a relatively positive image of themselves. Especially in comparison with the Non-White groups the feeling of superiority is evident on most of the characteristics mentioned (see Table 29). The "Me-concept" is also ranked significantly higher on traits of emotional contact, such as humour, warmth, sincerity, happiness, and calmness, than nearly all the other groups. However, although "the Americans", "the Germans", and "the Russians" outdo the individuals in respect to efficiency and achievement qualities, this is less the case with "the Jews" and "the English".

The latter lie in their activity level between "the Americans", "the Germans", and "the Russians" on the one side and the Non-Whites on the other. The results of Table 21 suggest that "the English" were seen as being the least efficient among the White groups mentioned in the present investigation.

As regards their more emotional qualities, "the English" are also seen in no extremely favourable or unfavourable light. They are more pleasant than "the Russians", "the Indians", and "the Africans" but not as nice as "the Americans", "the Germans", and "the Coloureds". All in all it can be said that the Afrikaans subjects had neither an extremely positive nor a very negative image of "the English".

The very positive stereotype held by the Afrikaans subjects of "the Germans" (already found in other studies, e.g. MacCrone, 1937, Lever, 1966) can be seen in Table 23.

"The Germans" were not only regarded as very accomplished in their achievements, but also as thoughtful, wise, sincere, warm, and beautiful. They only lacked the simplicity of other groups. Compared with the very positively evaluated group of "the Americans", "the Germans" were not seen as being as happy, open-minded, progressive, relaxed, and familiar as the former.

The very positive image of "the Germans" might largely be due to historical events, such as the Germans' sympathy shown towards the Afrikaners in the Boer War, and the Afrikaners' tendency to support the Germans in World War II.

The stereotype of "the Americans" found in this study does not suggest any ill-feeling on the part of the Afrikaans subjects towards recent racial developments in the U.S.A. It might be that "the Americans" as such were not seen as related to these events, which are regarded as internal changes to which the average Afrikaner tries to shut his eyes.

It seems to be that the developments in Russia in the last

60 years have had a large influence on the stereotype of its people. The technical and scientific achievements were perceived by the Afrikaners, since they regarded "the Russians" as being very active, successful, efficient, progressive, careful, fast, and precise. On the other hand, they were seen as not being very lovable, because on the whole they lacked humour, sincerity, simplicity, warmth, happiness, and open-mindedness more than any other group. In spite of admiration for their efficiency they were thus rejected on emotional grounds, a factor which would prevent more intimate contacts.

An image somewhat similar to that of "the English" is that held of "the Jews" (see Table 25), although the latter were regarded as having achievement more and being less humorous, sincere, calm, and beautiful than the former. They seemed to be placed between the very positive judgments of "the Americans" and "the Germans" on the one hand and the more critical of "the Africans", "the Coloureds", and "the Russians" on the other. A lack of any strong negative evaluation on the twenty adjectives indicates that there is no exceptionally striking antipathy towards the Jews on the part of the Afrikaans subjects tested.

It could already be deduced from the above discussion that the stereotypes of the Non-White groups are generally more negative than those of any White group mentioned, with only one exception, viz. "the Russians". The Non-Whites were preferred to "the Russians" on all items which involve emotional qualities. However, the Afrikaans subjects made a clear distinction between the various Non-White groups.

"The Africans" (see Table 22) were seen as the group with the least favourable characteristics of all groups, except for "the Russians". They were regarded as being inefficient and lacking achievement, as well as being less pleasant than all others. This image would support Van den Berghe's theory (1966) that the Afrikaners are changing from paternalistic attitudes to competitive ones when viewing the Africans, since the non-powerful group is no longer regarded by the powerful one as an irresponsible child, but more a kind of nuisance which is no longer very lovable and which, although showing low achievement, is dangerous because of the numerical superiority.

A more positive picture is evident in the case of "the Coloureds" (see Table 26), who were seen as being more humorous, sincere, warm, happy, open-minded, and beautiful than "the Africans". Their emotional characteristics are often seen in a significantly more positive light than those of some White groups, especially as regards their degree of humour, warmth, happiness, and open-mindedness. Thus in the case of "the Coloureds" the stereotype of the inefficient but lovable child can still be found. This might be due to the fact that because of the relatively smaller number of Coloureds, and their concentration in the Western Cape, no strong feeling of competition and fear has yet been aroused by them in the Afrikaans subjects.

Compared with Africans and Coloureds, "the Indians" seem to present a more powerful competition to the Afrikaners. They were regarded as being more active, successful, thoughtful, efficient, progressive, and careful than the two former groups, but as not so pleasant than "the Coloureds"

(see for example humour, happiness, warmth, open-mindedness). They were the least known group to the Afrikaans subjects. This is understandable as by far the most Indians are living in Natal, thus there is little contact between the two groups. Compared with other investigations (MacCrone, 1937, Pettigrew, 1958, Lever, 1966) they were, however, rejected far less in the present study than on the Social Distance Scale. This finding will be further discussed in the following chapter.

#### 6.1.2. A global approach

The technique used in the previous chapter permitted a very detailed picture of inter-group attitudes to be obtained. Firstly, by using the Sign-Test, each subject's individual ratings were taken into account. Secondly, comparisons were made for each of the twenty adjective pairs separately. One drawback of this method lies in the large number of results (900 different comparisons) which tend to make a more general description of the stereotypes difficult. Another drawback is the fact that no differentiation is possible between all the differences significant at the .001-level. For example, there are about as many significant differences at the .001-level between "the Afrikaners" and "the Africans" as there are between "the Afrikaners" and "the English" (see Table 27). However, the differences between the two former groups are generally very much larger than between the two last-mentioned ones. To cite one specific case: the Median on fast-slow for "the Afrikaners" is 2.01, that for "the English" 2.77, and that for "the Africans" 6.20. The difference between "the Afrikaners" and "the English" is therefore 0.76, whereas between "the Afrikaners" and "the Africans" it is 4.19, but both

differences are significant at the .001 level.

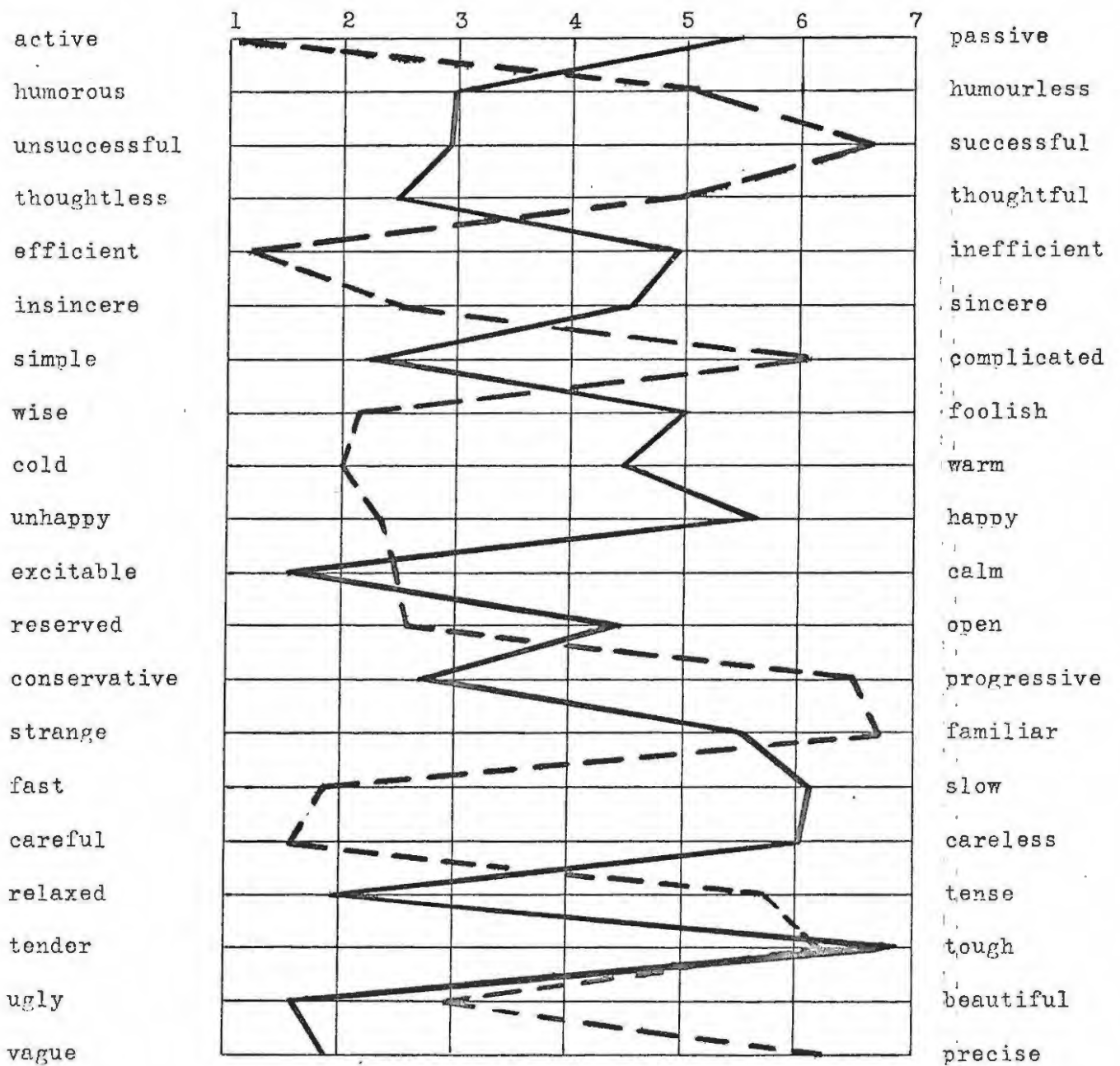
In order to overcome these shortcomings, a more global method was used (1956, 1957,<sup>a</sup> 1959). Instead of the individual ratings, the average group judgments were taken into consideration by calculating the medians for the ratings on every concept and each adjective pair. Thus a profile for each concept could be established by drawing a line through the medians of the adjective pairs for the relevant concept. This was done, for example, for the concepts "the Russians" and "the Africans" in Table 30 (overleaf). By correlating two profiles with one another over corresponding medians, the above-mentioned differences in size between the medians were taken into consideration. A matrix of product-moment correlations was established by correlating the concept-profiles with one another. It was factor-analyzed by Thurstone's Centroid Method (Harman, 1960), the resulting factors being rotated according to Kaiser's Normalized Varimax Rotation (1958, 1959). The same procedure was followed in the case of all further factor analyses in this field.

The resulting three factors of the factor analysis for the Afrikaans subjects are shown in Table 31. It can be seen from the bottom row of the Table 31 that 90% of the total variance has been extracted, indicating that there is only a very small amount of variance left which the three factors do not include. The communalities are generally large. All groups are represented on these three factors to a high degree (communalities exceeding .85), except for "the Indians" (.75)<sup>++</sup>, and "the Russians" (.66)<sup>++</sup>, who seemed to have been evaluated according to more specific characteristics not given in the extracted factors as well.

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<sup>++</sup> = communality

Table 30 Profiles of "the Africans" (unbroken line)  
and "the Russians" (broken line)  
as judged by the Afrikaans subjects



The first factor is best represented by the "Me-concept" (.98)<sup>+++</sup>, "the Afrikaners" (.94)<sup>+++</sup>, "the English" (.93)<sup>+++</sup>, "the Americans" (.83)<sup>+++</sup>, and "the Germans" (.82)<sup>+++</sup>. But "the Jews" (.76)<sup>+++</sup> and "the Indians" (.56)<sup>+++</sup> also showed an appreciable loading on it. Since "the Afrikaners", either as a group or individually, obtained the highest loadings on that factor, it can be called a factor measuring characteristics of the Afrikaans group, which are also represented to various degrees by the other concepts. Because of the low loadings of "the Russians" (.20)<sup>+++</sup>, "the Coloureds" (.13)<sup>+++</sup>, and "the Africans" (-.22)<sup>+++</sup>, it can be concluded that these groups do not possess those traits attributed to "the Afrikaners" by the Afrikaans subjects. As has already been discussed, they were either seen as having achieved less (like "the Africans" or "the Coloureds"), or being emotionally cold (like "the Russians").

The second factor has very high loadings on "the Africans" (.94)<sup>+++</sup> and "the Coloureds" (.91)<sup>+++</sup> only. All other groups have very low loadings on it. This factor might therefore be called a 'Non-White' factor, which, however, includes only those groups which were not very accomplished in the eyes of the Afrikaans subjects. This would explain why "the Indians" are not well represented on this factor.

Groups which were not very well known to the Afrikaans subjects showed high loadings on the third factor:-  
"the Russians" (.72)<sup>+++</sup>, "the Jews" (.62)<sup>+++</sup>, "the Indians" (.61)<sup>+++</sup>, "the Germans" (.56)<sup>+++</sup>, and "the Americans" (.54)<sup>+++</sup>. These are groups with which the average Afrikaans-speaking student has little or no contact, in contrast to "the English", "the Afrikaners", "the Coloureds" and "the Africans".

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<sup>+++</sup> = factor loading

From factor II it is evident that the Afrikaans subjects made a clear distinction between Non-White and White groups. This distinction is so overwhelming that the differences between "the Africans" and "the Coloureds" discussed previously become relatively unimportant. It should, however, be pointed out that the two Non-White groups were not regarded as being opposites of the Whites. They were classified more into a category of their own, with whom one does not like to have any intimate contact, according to the findings on the Social Distance Scale (Pettigrew, 1958; Lever, 1966).

However, it should be pointed out that only two of the three major Non-White groups are regarded to be Non-White; "the Indians" do not fall into that category. Their high loadings on factor I and III indicate that they were seen to have more in common with the White groups. Judging from the review of literature, this result was not expected, since "the Indians" were generally seen in a very unfavourable light, being the group which had often been strongly rejected on the Social Distance Scale (ibid.). Thus the cognitive aspects and the action tendencies of an ethnic attitude seem to be dissimilar in the case of "the Indians". This could possibly be explained as follows:- "the Indians" as a group are strange to the Afrikaners as regards their religion, customs, and language. Living mostly in Natal, there has been little contact between the Indians and Afrikaners, and the latter know less about the former than about the other groups (see Table 16, where "the Indians" gained the second-last rank in the Afrikaans group). Furthermore, the official policy of South Africa has until recently included attempts to have Indians return to India, thereby trying to eliminate contact with them completely.

This whole attitude seems to be expressed in responses to the Social Distance Scale. On the other hand, it cannot be overlooked that the Indians have proved to be hard-working people who have, on the whole, attained a considerably higher degree of education as well as living standard than the bulk of the Africans and Coloureds. The image of the Indians seems to have been influenced by these characteristics, which makes them more similar to the stereotypes of the Whites. Therefore the cognitive elements of the attitudes towards "the Indians" exhibited by the Afrikaners do not justify their classification into the Non-White group.

The stereotype of "the Jews", already discussed in the previous chapter, becomes somewhat clearer in the light of the results from the factor analysis. Compared to the four largest groups in South Africa ("the Afrikaners", "the English", "the Africans", and "the Coloureds") they were perceived as being more strange than the former (see factor III). This corresponds to the findings of Table 16, where "the Jews" obtained only the third-last rank in respect to their contact with the Afrikaners. This is also supported by Pettigrew's (1960), and Lever's (1966) results with the Social Distance Scale, where the Afrikaans subjects wanted to keep much more distance to the Jews than to the English-speaking South Africans. However, the Afrikaans subjects in the present investigation give very little indication of anti-semitic feelings. This assumption can be deduced from two results:- Firstly, "the Jews" obtained a high loading on the first as well as on the third factor, like "the Germans", "the Americans", and "the Indians". Secondly, there is no single factor on

which "the Jews" only have a high loading, something which could be interpreted as an anti-semitic factor. As regards the cognitive aspects of the Afrikaners' attitudes towards "the Jews" there was thus nothing which indicated a specific antagonism. It can therefore be assumed that the relatively strong rejection of "the Jews" as displayed on the Social Distance Scale, and especially outlined by Lever (1966) stems most probably from the fact that this group is relatively strange to the Afrikaners. This would support Marquard's (1962) description of the Afrikaners, who wrote that they have never been thoroughly anti-semitic.

The group with whom the Afrikaners showed least familiarity were "the Russians" (see Table 16). This group tends to form a direct opposite to "the Africans" and "the Coloureds", having the highest negative loading on factor II. However, they are best represented on factor III, which was interpreted as a factor of strangeness in stereotypes. Furthermore "the Russians" seem to possess a considerable amount of specific variance, not represented by any of the three factors, since the communality is only .67. This might be due to the specific image of "the Russians" who are regarded as being very efficient but rather unpleasant, an attitude which does not coincide much with the stereotype of any other group.

It was already discussed in the previous chapter that the Afrikaans subjects tested held a very positive image of themselves as well as of their reference group. This was linked with a considerable feeling of ethnocentrism. But, as the factor analysis shows, the stereotype of "the Afrikaners" is not so perfect that no other group can

ever reach it. Although "the Afrikaners" and the "Me-concept" have the highest loadings on factor I, the loadings of "the English", "the Germans", and "the Americans" are not very much lower. Thus the Afrikaners' ethnocentrism was not so extreme that they judged themselves on a dimension quite different from all other groups. Especially "the English" were seen as very similar in their distribution of loadings on the three factors. This also indicates that there is no longer a strong feeling of antipathy towards them, which might have existed in the past as a result of events such as the Anglo-Boer War. It also corresponds to the findings on the Social Distance Scale, where "the English" were regarded as the group with whom the Afrikaners wanted to have the . closest contact outside their own group.

In conclusion it can be said that as regards the cognitive aspects of attitudes, the slogan of 'the solidarity of the Whites in South Africa' seems to be accepted by the Afrikaans subjects and directed against the seemingly strange and different Non-White groups of the Africans and Coloureds.

## 6.2. The English-speaking South Africans

### 6.2.1. An analytical approach

The results of the comparisons between the various stereotypes can be seen in Tables 32 - 41.

Most of the concepts differ significantly from each other, mainly at the .01 and .001 level. It can therefore be said that the English subjects had widely differing opinions of the ten groups.

A look at Table 33 shows that "the English" had a very good image of their own group as regards humour, thoughtfulness, sincerity, familiarity, and beauty, but they thought that they were less open-minded than "the Americans", "the Africans", "the Coloureds", and "the Afrikaners". The English subjects were also relatively modest as regards the achievement and efficiency of their own group, since in this respect they thought "the Americans", "the Germans", "the Russians", and "the Jews" to be superior. "The Afrikaners" were, however, judged to be either equal as regards these attributes or even inferior. A general feeling of superiority was shown in comparison to the Non-White groups.

Unlike the Afrikaans subjects tested (where the own reference group was seen in a more positive light than the individual's self-evaluation), there is no consistency in the case of the English group. On the one hand, the individuals regarded themselves as being more active, sincere, warm, happy, open, and progressive than their reference group, and, on the other, they saw themselves as less successful, efficient, wise, calm, tough, and beautiful (see Table 41). Thus the subjects did not place such a strong positive emphasis on their own group, because it was not seen as being much

superior to the image of themselves as individuals. This could be due to the fact that the average English-speaking White citizen of South Africa has for a long time had strong ties with his ancestral country, Britain, which might have been more dominant in providing a frame of reference than the concept of "the English-speaking Whites in South Africa. During the last two decades, and especially after South Africa left the Commonwealth in 1961, the contact with Britain has become less intimate than before, and the South African government has possibly been able to make up for this loss by emphasizing the unity of all Whites, which would be able to counteract a latent ethnocentrism on the part of the English-speaking people alone. That such propaganda has been able to build on some base already in existence can be seen in Table 39, where "the Afrikaners" were perceived as being relatively similar to "the English-speaking South Africans". Although the English subjects showed some tendency to prefer their own group to that of "the Afrikaners", e.g. in regarding the former as being more humorous, successful, thoughtful, efficient, wise, calm, fast, familiar, and beautiful, these differences are generally not significant at the .001-level. The results also correspond to findings on the Social Distance Scale (Lever, 1966, Van den Berghe, 1962, Pettigrew, 1960), where the English-speaking South Africans chose "the Afrikaners" as the group with which they would like to associate more intimately in the social sphere than with any other cultural group in South Africa.

The most outstanding characteristics ascribed to "the Afrikaners" as compared to all other groups were their simplicity, warmth, happiness, and sincerity, as well

as their lack of humour. As regards efficiency they lie between groups seen as having achieved much, such as "the Americans", "the Germans", "the Jews", and "the Russians, on the one hand, and the more passive groups of the Non-Whites on the other. These findings correspond to MacCrone's (1949), and Van den Berghe's results (1962), where descriptions of "the Afrikaners" seemed to emphasize evaluative statements more strongly than their achievement traits.

Similar characteristics were ascribed more outspokenly in the case of "the Africans" and "the Coloureds". Both groups were seen as being unable to compete with any other as regards success, efficiency, wisdom, carefulness, and precision. On the other hand, they were regarded as sympathetic because of their humour, simplicity, warmth, open-mindedness, and relaxed attitude. These two groups can best be described as 'happy-go lucky' people, which are liked for their amiability but which have to be looked after because of their irresponsibility. A comparison between the two groups shows that "the Coloureds" were seen in a relatively better light than "the Africans", as the latter are less efficient, thoughtful, wise, precise, and careful than the former.

The stereotype of "the Russians" is almost opposite to that of "the Africans" and "the Coloureds". On the one hand they were respected for their superior performances (see successful, active, efficient, progressive, fast, careful, precise). However, they were regarded as being not very pleasant in the more social, emotional sphere, because they were seen as being humourless, insincere, cold,

unhappy, reserved, strange, tense, and ugly. Thus it could be assumed that the English-speaking South African tends to reduce any possible contact with the Russians to a mere basis of intellectual or technical exchange without wanting to enter into more intimate, personal relations.

Similar attitudes, albeit less extreme, were held towards "the Germans". Although they were judged in a more favourable light than "the Russians", they were seen as being rather reserved in their social contacts. In respect of work they were on the whole seen as being as efficient as "the Russians". It might be asked why "the Germans" were much more to be preferred on the Social Distance Scale (MacCrone, 1937, Lever, 1966) than "the Africans" and "the Coloureds". Perhaps it is due to the feeling that the image of the former resembles that of a reserved, proficient, and thoughtful adult, with whom one can deal on an equal basis, whereas that of the last-mentioned two groups is that of irresponsible, lovable children, which have to accept the authority of a superior.

The stereotype of "the Jews" (see Table 37) supports the findings of Pettigrew (1960), Van den Berghe (1962), and Lever (1966) that there was no strong ill-feeling towards this group on the part of the English-speaking South Africans in the Sixties. As regards the Jewish achievement, they can easily compete with "the Germans" and "the Russians" (see adjectives such as active, successful, efficient, progressive, fast, careful, precise). The most outstanding feature of "the Jews" seems to be the wisdom ascribed to them as they were seen as being superior in this to all other groups mentioned. Although seen as lacking the

heartiness of "the Africans" and "the Coloureds" they possessed it significantly more than "the Germans" and "the Russians". The absence of any adjective with a high degree of undesirability on which "the Jews" were judged significantly more often than the other groups furthermore indicates a lack of any substantial anti-semitic prejudice in the English subjects. All in all it can be said that the stereotype of "the Jews" in the time shortly before and after the Second World War (MacCrone, 1937, 1949) has changed in so far as in addition to their ascribed diligence and energy, they have become also more likable to the English-speaking South Africans.

Van den Berghe (1962) found that his English-speaking subjects in Natal expressed far stronger anti-Indian than anti-semitic prejudices. This result was supported by the present findings (see Table 36). "The Indians" were seen in a less positive light than "the Jews" on almost all the items, with a definite polarization as regards social desirability. When compared with the Non-White groups of "the Africans" and "the Coloureds", the image of "the Indians" becomes that of a relatively hard-working but emotionally reserved group. Especially in the last-mentioned characteristic they resemble "the Germans", but they were seen as being not so efficient as the latter. As in the case of the Afrikaans subjects, these results were not expected, because on the Social Distance Scale (MacCrone, 1937, Pettigrew, 1960, Lever, 1966) "the Indians" were the most rejected group of all mentioned. However, the results of the present investigation do not indicate the existence of an exceptionally strong anti-Indian attitude; neither

are there obvious signs that the image of "the Indians" is similar to that of "the Jews" in Europe, which was found by Van den Berghe (1962). This last result might be due to a lack of adjectives relating to the business sphere in the present Semantic Differential. However, it can be said that according to the cognitive aspects of attitudes measured by the present Semantic Differential "the Indians" were not much discriminated against by the English-speaking South Africans.

The stereotype of "the Americans" is not clear-cut. On the one hand they were regarded as being very successful, and efficient, but on the other as somewhat superficial, especially in comparison with the other White groups (see thoughtful and wise). Being more active than passive, as well as less careful and precise than other groups, they recall, on the whole, the behavior of an extroverted personality.

#### 6.2.2. A global approach

The results of the factor analysis are shown in Table 42. The communalities for the concepts are high:- thus it can be concluded that all of them are well represented in the three factors extracted.

The first factor has its highest loadings on those concepts representing the subjects themselves, viz. the "Me-concept" (.93)<sup>+++</sup>, and "the English" (.91)<sup>+++</sup>. Furthermore it shows rather high loadings on "the Indians" (.89)<sup>+++</sup>, "the Jews" (.77)<sup>+++</sup>, "the Afrikaners" (.74)<sup>+++</sup>, "the Germans" (.69)<sup>+++</sup>, and "the Americans" (.59)<sup>+++</sup>. It can be assumed

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<sup>+++</sup> = factor loading

that the factor represents those qualities ascribed to "the English" by the English subjects, and that the other groups were seen to possess these characteristics to various degrees. "The Russians" (.24)<sup>+++</sup>, as well as "the Coloureds" (.20)<sup>+++</sup>, and "the Africans" (.00)<sup>+++</sup> do not possess these qualities to a significant degree and their characteristics are expressed on other factors.

Thus the second factor represents "the Africans" (.90)<sup>+++</sup>, "the Coloureds" (.93)<sup>+++</sup>, and "the Russians" (-.61)<sup>+++</sup> very well, but not the other concepts, as their loadings are low. "The Africans" and "the Coloureds" on the one side seem to characterize this factor as a 'Non-White' one. Groups which were regarded by the English subjects as emotionally warm but of not very high achievement obtained high positive loadings on that factor. This would explain the large negative loading of "the Russians" and "the Germans", as both of these groups were seen by the English subjects as having high achievement but being emotionally cold. They thus tended to constitute a direct opposite to "the Africans" and "the Coloureds".

The third factor shows fairly high loadings on "the Americans" (.64)<sup>+++</sup>, "the Russians" (.61)<sup>+++</sup>, "the Jews" (.57)<sup>+++</sup>, and "the Germans" (.47)<sup>+++</sup>. Except perhaps for "the Jews", these concepts represent groups with which the average student tested had little or no personal contact. This factor therefore seems to be measuring the degree of acquaintance with other groups. It is quite similar to the third factor found in the analysis of responses from the Afrikaans group.

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<sup>+++</sup> = factor loading

How do the results of this factor analysis correspond to those factors obtained by Pettigrew (1960) with the aid of the Social Distance Scale?

First of all, three factors were extracted in the present investigation, and only two in that of Pettigrew. The structure of ethnic attitudes tested by the Semantic Differential therefore seems to be more refined than those of the Bogardus Scale.

In addition to Pettigrew's two factors, which roughly correspond to factor I and II in the present study, there is a third factor which mainly deals with the degree of personal contact. This one seems to reflect those groups which cluster around the middle position of the Social Distance Scale, groups which were not so much chosen for very intimate contact but also which were not totally rejected. This conclusion can be drawn only in the case of the concepts "the Jews" and "the Germans" (MacCrone, 1937, Lever, 1966), and not for "the Americans" and "the Russians", as these last two have to the knowledge of the author never been investigated in South Africa on the Social Distance Scale, using English-speaking South Africans as subjects.

Comparisons between the first two factors in the present study and those found by Pettigrew suggest that there is no perfect agreement between them. Although "the Coloureds" and "the Africans" have particularly heavy loadings on the Non-White factors in both studies, "the Indians" have a high loading on Pettigrew's factor, but almost none (.06)

on that of the present study. It therefore seems to be that "the Indians" were only categorized as Non-Whites as regards social contact, whereas their general image is much closer to that of the Whites than the Non-Whites. They show, for example, a very similar distribution of loadings on the three factors as "the English" and the "Me-concept". It can thus be assumed that the image of "the Indians" is on the whole quite similar to that of "the English".

A second characteristic of the Non-White factor is its tendency to have strong positive as well as negative loadings. On the one side there are the more extroverted, but inefficient groups, and on the other there are the hard-working, but reserved ones.

Factor I cannot unequivocally be called a 'White' factor (as could be done in Pettigrew's study), because "the Russians" obtained only a small loading on it. It might be better to call it a factor of those groups inside and outside South Africa which were perceived as being amiable, industrious, and not remote for personal contact. This would explain the higher weight obtained by "the Germans" as compared to "the Americans", as there are far fewer Americans in South Africa than Germans. A casual encounter with a German is thus much more likely than with an American.

The government propaganda towards White unity in South Africa seems to have chances of success among the English-speaking Whites, as all White groups are best represented on factor I. On the whole there is very little indication of anti-semitic or anti-Afrikaans feelings,

but there does exist obvious discrimination towards "the Africans" and "the Coloureds".

All in all these three factors show considerable resemblance to those found in the Afrikaans group, indicating that, on the whole, a similar structure of attitudes seems to be present in both groups.

6.3. The Jewish group

6.3.1. An analytical approach

The results of the Sign Test are shown in Tables 43 - 52. Most of the concepts differ significantly from one another, mainly at the .001 level.

Table 48 indicates that most of the comparisons favour "the Jews". Only on the adjectives simple, calm, and tough were "the Jews" generally seen as being lower than the other nine concepts. This can be explained by the fact that the Jewish subjects considered complicated, excitable, and tender to be more positive descriptions of a person than the adjectives mentioned previously. Thus even on these three adjectives "the Jews" were, relatively speaking, seen as more positive than the other groups.

These results confirm the findings of MacCrone (1937, 1949), and Lever (1966), where Jewish subjects showed a high preference for their own group. Thus, in spite of fairly strong assimilation by the Gentile English-speaking section in South Africa, the Jews still possess a definite identity in the country.

That their own group still has considerable influence on its members can be seen in the attitudes towards the relationship between the "Me-concept" and "the Jews", because most of the comparisons were in favour of the reference group. For example, "the Jews" were regarded as more active, humorous, successful, efficient, wise, open, progressive, familiar, fast, and careful than the subjects themselves. It can be assumed therefore that to many Jewish subjects the Jewish community is still an entity

whose values are striven for. This might stem from the fact that there were obvious signs of anti-Semitism in the Afrikaans as well as the English-speaking Gentile section of the country before and during World War II, which caused a strong tendency to mutual assistance inside the Jewish community (see Sichel, 1966). Indications of the relevance of such close affiliation are the various Jewish clubs and periodicals existing in South Africa.

Furthermore, Table 48 and Table 52 show that there is no significant degree of self-hatred inside the Jewish subjects. It may be concluded that, on the whole, there is a positive acceptance of being Jewish. This was also found by Lever (1966).

It was only as regards achievement qualities that the individuals were somewhat reluctant to stress their superiority over other groups, especially in the case of "the Germans" and "the Russians" (see Table 46, and Table 51). But this is especially due to the extremely high evaluation of the last-mentioned two groups' efficiency, with which none of the other could compete. The tendency to evaluate these two groups in terms of extremes can also be seen in respect to their emotional characteristics. Here the Jewish subjects showed strong negative attitudes, since both groups were seen as being far less pleasant in intimate contact than any other mentioned:- they were lacking in humour, sincerity, warmth, happiness, open-mindedness, and familiarity. Thus it can be expected that the Jewish subjects would reduce any kind of contact to a very formal basis without emotional attachment. Of course, such a result is not surprising, since it is understandable that many ill-feelings still exist on the

part of the Jews towards "the Russians" and "the Germans". Both groups have persecuted them severely, which was in many cases the main reason for their coming to South Africa. This might also be the reason why "the Russians" and "the Germans" were regarded as being very similar, particularly at the present time where the former have achieved so much in the field of technology, and the latter have shown a fast industrial recovery after a disastrous war. But it should be added that "the Germans" were regarded to be more sympathetic than "the Russians".

Farther different attitudes were shown towards "the Africans" and "the Coloureds" (see Table 45 and Table 49). Both of these were seen as lacking the drive to achieve much (see their ratings on adjectives such as successful, efficient, fast, careful, and precise). On the other hand they were judged as easy-going, sincere, sympathetic people, who are open-minded, simple, relaxed, and easily excitable. All in all they had the image of being uneducated and inefficient, yet amiable. These characteristics correspond to those found by MacCrone (1949). It does, therefore, not seem that the stereotypes have changed much during the last twenty years.

As was found in the case of the English and Afrikaans subjects tested, the Jewish subjects did not regard "the Indians" as being very similar to the other Non-White groups (see Table 47). "The Indians" were seen as being significantly more successful, efficient, fast, careful, and precise than "the Africans" and "the Coloureds", as well as being more reserved, cautious, and considerate. The most outstanding characteristic of "the Indians" was seen to be their beauty. But generally their stereotype

is very similar to that of "the English", since only a few adjectival ratings differed significantly. Both were placed into a kind of median position, since on most adjectives they were seen as being very little outstanding and were generally somewhat less positively evaluated than "the Jews". Compared to the other groups, they were seen as being more pleasant than "the Germans" and "the Russians", and more efficient than "the Africans" and "the Coloureds". The results are to some degree remarkable because of the discussion in the literature section (chapter 4.4.), as a result of which a more positive image of "the English" and a less positive one of "the Indians" could be expected. The strong rejection of "the Indians" on the Social Distance Scale (MacCrone, 1937, Pettigrew, 1960, Lever, 1966), which does not correspond to the more positive findings by the Semantic Differential is similar to the results already discussed in the case of the Afrikaans and English sample tested. There seems to be an aversion only as regards social interaction, which is a sphere measured by the Social Distance Scale but not by the Semantic Differential. In the case of "the English" fewer significant differences were expected when compared to the subjects' self-evaluation as well as their reference group, if they would really have been integrated fully into the English-speaking Gentile society in South Africa. This, however, does not seem to be the case, because the subjects voiced considerable criticism of this group.

"The Americans" seemed to evoke a more positive image than "the English". The only criticism mentioned concerned their superficiality (see adjectives:- thoughtful, wise, and careful). But they were regarded to be very open-minded

and relaxed, as well as efficient, and, on the whole, rather pleasant.

"The Afrikaners" on the other hand, were viewed less favourably by the Jewish subjects. They were regarded as lacking the energy of "the Germans" and "the Russians", as well as the warmth and humour of "the Africans" and "the Coloureds". The strongest critique was voiced towards their conservatism in which they were seen as exceeding all other groups mentioned. This relatively reserved attitude towards "the Afrikaners" is supported by the results of Lever (1966), MacCrone (1937), and Pettigrew (1960) on the Social Distance Scale, and by Herman (1945) on the Katz and Braly Test.

### 6.3.2. A global approach

The factor matrix of the concepts is given in Table 53. One striking result of the factor analysis is that four factors instead of the usual three were extracted. This seems to indicate that the conceptual system of the Jewish group is more differentiated than that of the others.

As can be seen from the communalities, the four factors extracted determined the characteristics of the concepts to a large extent, especially those of "the Germans" (.97)<sup>++</sup>, "the Jews" (.99)<sup>++</sup>, the "Me-concept" (.96)<sup>++</sup>, "the Coloureds" (.93)<sup>++</sup>, and "the Americans" (.91)<sup>++</sup>.

The first factor showed the highest loadings on the "Me-concept" (.94)<sup>+++</sup>, and on "the Jews" (.88)<sup>+++</sup>.

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<sup>++</sup> = communality  
<sup>+++</sup> = factor loading

It therefore seems best to reflect the characteristics which were attributed by the Jewish subjects to their group or to themselves. Thus it can be called a self-description factor. These characteristics were also ascribed to "the English" (.71)<sup>+++</sup>, "the Indians" (.67)<sup>+++</sup>, and "the Americans" (.55)<sup>+++</sup>. As is evident from the correlation matrix, these are the groups which showed the closest similarity to "the Jews", and which were seen as being considerably achieving as well as emotionally warm. Very different from the Jewish subjects' self-image are "the Africans" (.00)<sup>+++</sup>, "the Germans" (.16)<sup>+++</sup>, "the Coloureds" (.16)<sup>+++</sup>, "the Russians" (.18)<sup>+++</sup>, and "the Afrikaners" (.20)<sup>+++</sup>.

"The Germans" (.95)<sup>+++</sup>, and "the Russians" (.91)<sup>+++</sup> obtained the highest loadings on a second factor which can be characterized as measuring groups which are of high achievement but emotionally unpleasant.

"The Coloureds" (.91)<sup>+++</sup>, "the Americans" (.74)<sup>+++</sup>, and "the Africans" (.56)<sup>+++</sup> are highest on the third factor. Common to all three groups is the degree of emotional warmth, and an easy-going attitude, which goes hand in hand with a relatively superficial way of handling situations (see chapter 6.3.1., Experimental Section). They tend to create an open and relaxed atmosphere in social contacts. This could therefore be called an extroversion factor.

The fourth factor showed the highest loading on "the Afrikaners" (.77)<sup>+++</sup>, which was followed by that

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<sup>+++</sup> = factor loading

of "the Africans" (.50)<sup>+++</sup>, "the Indians" (.44)<sup>+++</sup>, and "the English" (.41)<sup>+++</sup>. This factor seems to reflect a feeling of conscious 'belonging' to South Africa, stressed most publicly by the Afrikaners, but which has been also shown by the Africans in the more recent past through the strong emergence of the nationalistic idea, 'Africa for the Africans'. Nationalistic sentiments seem to be weaker in the English and Indian South Africans, who can and still do refer to a mother country which is not South Africa; not so much in their political but rather in their cultural affiliations. The question arises why "the Coloureds" and "the Jews" are represented so weakly on this factor. The latter (especially the students) seem to have developed considerable ties with Israel; and, as Saron (1963) says, there is a small but significant trend towards emigration of Jews from South Africa. In respect to "the Coloureds", it can be hypothesized that the Jewish subjects did not really regard them as a competitive group which has the power as well as the energy to fight for equal acceptance in the South African community.

The results of the factor analysis show that there is no clearly defined 'Non-White' factor, neither is there any 'White' one. The best identifiable dimension is that of the very efficient, but unpleasant groups. It shows that groups on this factor are seen as being very isolated from the others and are distinctly stereotyped.

The lack of a 'Non-White' factor seems to indicate that the colour bar is not a very important criterion for the Jewish subjects when distinguishing between groups. This

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<sup>+++</sup> = factor loading

might be due to the fact that,

"... the Jewish community has not found it possible or desirable to take up a collective position in regard to the racial policies of the country" (Saron, 1963, p.37).

The Jews in South Africa are known for their relatively antagonistic attitudes towards the Apartheid policy (see Literature Section, chapter 4.4.). This might be due to the fact that the Jews themselves were victims of discrimination inside and outside the country and can thus be expected to reject discriminatory tendencies towards other groups. Thus the evaluation of "the Russians" and "the Germans" is not so much along lines of ethnic criteria, but rather according to personal qualities attributed to the two groups.

It is also clear from the factor analysis that the Jewish subjects do not exhibit an extremely strong ethnocentrism, because the "Me-concept" and "the Jews" have no factor of their own. They are seen to be very similar to "the English" and "the Indians". Common to these three groups is their considerable degree of urbanization and their strong representation in the world of trade and business rather than in farming. All three are seen as being rather industrious and thorough in their undertakings, as well as quite pleasant in social contact. Thus on the basis of these results there should be relatively little tension in the Jewish subjects as regards "the English" and "the Indians".

But this seems to be due only in the case of the Gentile

English-speaking South Africans, as in a number of investigations the Jewish subjects showed very positive attitudes towards them. The attitudes towards "the Indians", however, were not nearly so positive when measured with the Social Distance Scale. But this can be explained in the same way as in the case of the Afrikaans and English subjects. Furthermore, in the case of the Jewish group, "the Indians" do present an effective competition, especially to the Jewish traders. Antipathy might also be due to the fact that Indians are at present at an economic level at which a number of Jewish immigrants found themselves when arriving in the country. Thus it is understandable that Jews would prefer to mix socially with the English-speaking Gentiles, whose standard of living and culture is closer to their own, especially in the case of German Jews.

The fact that "the Afrikaners" are weakly represented on the first factor leads to the assumption that as regards the attitudes measured by the Semantic Differential there is little indication of a 'White solidarity' feeling on the part of the Jewish subjects. It is striking how little "the Afrikaners" were seen to have in common with any other White group, a finding which suggests that they were seen as being isolated or different from the others. Their greater similarity shown with "the Africans" on factor IV is in contrast to the official policy in South Africa. This finding might be explained by the hypothesis that the Jewish subjects still regard "the Afrikaners" as belonging to a somewhat backward society in which European-style thinking has not prevailed until recently, apart from being an emerging business competitor. Thus it seems that the stereotype of the Afrikaners found by MacCrone (1949) as well as by

Herman (1945) has not changed very much, and is still one of fairly narrow-minded and tradition-loving people who oppose any great changes in a large number of fields.

Altogether it can be said that the idea of Apartheid and White unity does not seem to play an important role in the Jewish attitudes towards other groups.

6.4. The Indian group

6.4.1. An analytical approach

The results of comparisons between the stereotypes can be seen in Tables 54 - 63. The majority of the differences are statistically significant, mostly at the .001 level. From this it can be deduced that the Indian subjects distinguished clearly between the different stereotypes.

Their image of their own group can best be seen in comparison with those of other groups in Table 58. It is evident that they attributed many more positive traits to "the Indians" than to any other South African group listed. It is not only "the Africans" and "the Coloureds" who were regarded as inferior, but also "the English" and "the Afrikaners". The last-mentioned two groups were, on the whole, seen as being less industrious, thorough, and pleasant than the own group. This is especially evident in the case of "the Afrikaners", where differences with "the Indians" tended to be significant at a higher level of confidence than between "the English" and "the Indians". The only group in South Africa seen as superior to "the Indians" in some respect was that of "the Jews", namely in the field of achievement, where the latter were regarded as being more successful, efficient, wise, and careful. Superiority was admitted, however, in the case of non-South African groups, such as "the Americans", "the Germans", and "the Russians", who were judged to be very energetic and successful, although the two latter groups were seen as being less pleasant than "the Indians". Thus the major criteria according to which the Indians saw themselves as being different from all other groups, lay in the field

of emotional qualities, rather than on the level of performances.

A comparison between the "Me-concept" and "the Indians" shows a trend in the Indian subjects to regard themselves in a more positive light than their reference group. Thus it can be expected that the Indian subjects tested see themselves as a kind of elite in their own group. This seems plausible, since the Indian community in South Africa values education highly, so that many Indian parents sacrifice much in order to gain a better education for their children. The prestige of well-educated Indians in the own community is very high (Kuper, 1960), thus the very positive picture held by the Indian individuals of themselves seems to be no lopsided overestimation, but more a reflection of their expectations in society.

The groups which are most different from the Indians' self-evaluation are "the Africans" and "the Coloureds". Both were rated as being inferior to "the Indians" on almost all characteristics listed. But the degree of their inferiority becomes less obvious when these groups are compared with the other stereotypes, especially on the adjectives concerning the more emotional qualities, such as humour, warmth, simplicity, excitability, openness, and toughness. Only in the field of activity were they seen to lack the vigor and business acumen of the others (see adjectives such as:- successful, thoughtful, efficient, wise, progressive, careful, and precise). Although the two groups seem to have a number of characteristics in common when compared with other groups, the Indian subjects also clearly distinguished between "the Africans" and "the

Coloureds". "The Africans" were seen in a less positive light than "the Coloureds". This might be due to two factors influencing the Indian community in Durban.

Firstly, the riots in 1949 have clearly shown that there is not much love between Indians and Africans in Durban. It is even astonishing that the Indian subjects tested did not show more antipathy towards "the Africans". But, as Van den Berghe (1964) writes, there is quite a considerable fellow-feeling on the part of many Indian intellectuals towards the cause of the Africans, a sentiment which tries to overcome the racial and economic barriers between the two groups. Therefore this feeling of solidarity may have counteracted the development of an extremely strong anti-African attitude.

Secondly, the Coloured community in Durban is somewhat better off than the one living in the Western Cape, or the African one in the town. The former have experienced relatively less discrimination for a longer period and were able to attain a higher standard of living, which to some degree bridges the gap between the Indian and the Coloured communities. There has been thus more interaction with, and respect for, the Coloureds than was the case with the less educated Africans.

The relatively positive stereotype of "the Coloureds" is not only apparent in comparison to that of "the Africans", but also when compared to "the Afrikaners". It can be seen that in the eyes of the Indian subjects "the Afrikaners" were seen as being less kind than most of the other groups (see Table 61). They were also rated as being lower in achievement than "the Americans", "the Germans", and

"the Russians", and lacked the humour and warmth, as well as beauty, of the other groups. They were regarded as being scarcely progressive, as well as relatively unwise and thoughtless. They were, however, seen as being more happy than most of the other groups, especially "the Indians". There was thus, on the whole, little admiration for "the Afrikaners".

Between the stereotypes of "the English" and "the Jews" there is far less difference than between these two groups on the one hand and "the Afrikaners" on the other (see Table 55 and Table 59). Both groups were seen to be less energetic than the three non-South African ones, although they were more efficient than "the Afrikaners" and "the Coloureds". Comparisons between "the English" on the one hand and "the Jews" on the other lead to the conclusion that the latter were seen as being somewhat more successful in their performance (see adjectives such as:- successful, efficient, wise, progressive, careful, precise), although the Indian subjects stated that they were less acquainted with them. This is understandable because the majority of Whites in Natal are English-speaking Gentiles.

It should be pointed out that in spite of economic discrimination against Indians in Natal by the English-speaking Whites there was no indication of strong anti-English feelings in the results obtained. Anti-White attitudes therefore seem to be concentrated on the White Afrikaans-speaking section only.

Looking at Table 54 it seems that the Indian subjects had few objections to "the Americans". In most cases they were preferred to the other groups (excluding their own).

They were only exceeded by "the Russians" as regards success, calmness, wisdom, and carefulness.

It was generally found that the Indian subjects showed a high regard for the achievements of "the Russians", with whom none of the other groups, except "the Americans", could compete. On the other hand, the subjects were not equally enthusiastic about the personality of "the Russians", who were regarded as lacking some endearing traits, such as humour, warmth, happiness, and openness, which most of the other groups were seen to possess to a significantly larger degree. But this criticism did not extend to their trustworthiness, as "the Russians" were judged to be more sincere, wise, and thoughtful than e.g. "the English" or "the Afrikaners".

Not too different from the stereotype of "the Russians" is that of "the Germans". Like the former they were appreciated for their accomplishments, but less so for personal qualities, as they were seen as being more tense, complicated, and humourless than most of the other groups. Compared to "the Russians", "the Germans" were seen to be more pleasant, but of less attainment.

#### 6.4.2. A global approach

The factor analysis extracted three factors (see Table 64), which represent most of the concepts to a high degree, since the communalities for the "Me-concept", "the Jews", "the Germans", "the Indians", and "the Russians" were above .90, and those for "the Americans", "the English", and "the Coloureds" above .80. Only the communalities for "the Russians"

(.71)<sup>++</sup>, and "the Africans" (.69)<sup>++</sup> were considerably lower. This seems to indicate that these two concepts possessed specific variances which had not been extracted by the factor analysis.

The first factor is best characterized by "the Germans" (.88)<sup>+++</sup>, "the Russians" (.83)<sup>+++</sup>, "the Afrikaners" (.76)<sup>+++</sup>, and "the Jews" (.70)<sup>+++</sup>. These are groups whose members were judged by the Indian subjects as being men of achievement, but somewhat lacking in emotional warmth or in humour (as has already been discussed in chapter 6.4.1.). The similarity between these groups and the evaluation of "the Indians" and the "Me-concept" is not so high as with those concepts which showed high loadings on the third factor.

The third factor had its highest loadings on "the Indians" (.89)<sup>+++</sup>, the "Me-concept" (.86)<sup>+++</sup>, "the English" (.81)<sup>+++</sup>, and "the Americans" (.68)<sup>+++</sup>. Because of the high loadings which represent concepts of their own group, this factor can be called an 'Indian' factor, where those characteristics seen as typical for the Indians were seen to be present to a lesser extent in some of the other concepts, especially "the English".

The second factor has relatively low loadings on all concepts, except in the case of "the Coloureds" (.88)<sup>+++</sup>, and "the Africans" (.83)<sup>+++</sup>. In these two loadings it showed a high degree of similarity to the second factor of the Afrikaans and the English subjects. It might therefore also be called a 'Non-White' factor, emphasizing the lack of achievement but emotional warmth of the Non-White groups.

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<sup>++</sup> = communality  
<sup>+++</sup> = factor loading

As in the case of the Afrikaans and English subjects, the Indian group also made a clear distinction between the Whites and the Non-Whites, while regarding themselves as not belonging to the Non-White groups. Thus the Indian subjects could not prevent themselves from thinking according to colour criteria, although they themselves are not gaining much advantage from such a distinction.

The evaluation of themselves was very similar to their stereotype of "the English" and quite different from their image of "the Afrikaners". This might be caused by various factors:-

- (1) Through the medium of English the Indians have become more acquainted with English customs than with those of the Afrikaners. Most Indians speak English and not Afrikaans as their first or second language.
- (2) The concentration of Indians in Natal has created a more personal contact between the Indians and the English, than between the former and the Afrikaners. This is mentioned by the Indian subjects in, for example, Van den Berghe's study (1962).
- (3) By introducing the more radical measures of the Apartheid policy, the Afrikaners have become the obvious target of dissatisfaction within the Indian community.
- (4) Afrikaans life was less familiar to the Indians than that of the English. Whilst the former are regarded mainly as being farming people, the latter showed much interest in urban life and business as many Indians do in South Africa (Kuper, 1960).

This last point might also have influenced the image of "the Jews", who were seen as being more similar to "the Indians" than "the Afrikaners" (see factor III). However, there is also an attitude of distance towards "the Jews" (see Van den Berghe, 1962), a fact which presumably caused their strong representation on factor I.

The image of "the Americans" on the factors is not very distinct, as they obtained medium-sized loadings on all of them. "The Americans" seem to share their ascribed simplicity and extroversion with the Non-White groups, whereas on factor I they have the good performance in common with the other groups, and with "the Indians" they share a generally positive stereotype.

In conclusion it can be said that the Indian subjects seem to be in a difficult position. On the one hand they are officially classified as Non-Whites and restricted by many social customs and laws. On the other hand they do not regard themselves as belonging to the Non-White groups and try to associate with the English-speaking Whites by whom they are rejected. Thus they seem to be forced into an isolated unity between the White and the Non-White tensions, where they cannot count on the help of any side. However, some do not yet seem to be fully aware of this development, otherwise one could have expected a tendency in the factor analysis to judge "the Indians" on a separate dimension.

6.5. The Coloured group

6.5.1. An analytical approach

The results of the comparisons between the stereotypes are shown in Tables 65 - 74. Most of the differences are statistically significant.

A number of sociological and psychological descriptions of the Coloureds concentrated on their most striking psychological characteristic, the so-called 'White Bias' (e.g. Mann, 1957, Kellermann, 1956, Patterson, 1953). The question in the present investigation therefore concerned the kind (if any) of White Bias the Coloured subjects would show in their attitudes to other groups. Let us consider three possible manifestations:-

- (1) a strong prejudice against other Non-White groups,
- (2) an extremely positive stereotype of Whites in general, and,
- (3) the attempt to be like the Whites, who are regarded as being somewhat (but not very much) better than the Non-Whites. In this last-mentioned case we would expect a high degree of similarity between the subjects' self-evaluation and their stereotype of the Whites.

Let us start with the first possibility. Various investigations cited in the literature section have shown that the Coloureds do possess quite definite anti-African attitudes and are anxious not to be categorized under the same heading. These results are to some extent supported by the findings listed in Table 67, where "the Africans" were, on the whole, judged to be less efficient and contemplative than other

groups. But this prejudice did not extend to categories such as humour, sincerity, warmth, and openness. Here "the Africans" were generally seen to be on the same level as the other groups, or even exceeding them. Thus the image of "the Africans" was not, on the whole, so negative that one could speak of an out-and-out anti-African attitude. Only when comparing them with their self-image did the subjects show a significant trend to regard "the Africans" as being inferior.

This last statement also holds true for the stereotype of "the Indians" who on many items were judged less favourably than "the Coloureds" (see Table 69). However, in comparison with "the Jews" and "the Afrikaners", "the Indians" were not seen as being so different from the Whites that one could infer the existence of an extreme anti-Indian attitude.

It should furthermore be added that the differences between "the Indians" and "the Africans" were not so consistent that one could deduce a distinct preference for either one of the groups, something which seems to be more the case on the Social Distance Scale, where "the Indians" were preferred to "the Africans" as regards intimate relationships. This might be explained by the fact that most of the Apartheid laws discriminate on the social level. Thus interaction with Africans on the part of the Coloureds might initiate a loss of some privileges which only the Coloureds have, especially because the Africans with whom the Coloureds in the Cape come into contact are generally manual workers, who have very few rights in that part of the country and live under the threat of being sent back to their 'homelands'. On the other hand, a social relationship with an Indian is less seriously regarded as a decrease of rights, as the

Indian community is still enjoying some privileges which are withheld from the Africans.

Thus the first possible indication of a strong White Bias is only evident within certain limits, where we find that the negative attitudes the Coloured subjects have towards other Non-White groups are not so strong as to allow one to speak of exceptional anti-Non-White prejudice.

The possible existence of a second kind of White Bias - an extremely positive evaluation of all White groups - can be checked in Tables 65, 66, 68, 70, 72, and 73. If this kind of bias were present, one would expect all White groups to differ significantly from the Non-Whites in the direction of greater social desirability. An inspection of the Tables indicates that this is not generally the case. It seems thus that some qualifying remarks have to be made. As regards the adjectives describing performances, the White groups tended to be superior to the Non-Whites, although the Coloured subjects also graded consistently among the former. The groups outside South Africa were seen as being significantly more proficient than those inside the country, and in the last-mentioned section "the Afrikaners" were seen as least competent. However, the Whites were not regarded as possessing superior emotional capacity. It can, for example, be seen that "the Africans" and "the Indians" were regarded being as humorous, sincere, and warm as "the Germans", "the Jews", "the Afrikaners", and "the Russians". Only in the case of "the Americans" and "the English" could one find a general superiority of White groups over Non-Whites, except, of course, for "the Coloureds". But it can also be seen from Table 65 and Table 66 that the

two groups were judged in a significantly better light than "the Afrikaners".

The preference for "the English-speaking South Africans" over "the Afrikaners" is consistent with findings of other investigations (see Literature Section). It might be due to the fact that the Coloureds never enjoyed equal rights under an Afrikaans government, whereas they were not legally discriminated against in the Cape colony during a part of the last and the beginning of the present century. The introduction of the official Apartheid policy might have been the major factor in changing Afrikaners from an admired group to a disliked one.

The stereotype of "the Jews" in South Africa is also not very favourable (see Table 70). It is, for example, somewhat less favourable than that of "the English". Thus it seems to be that the liberal movement largely sponsored by Jewish people in the Cape has either not been recognized by the Coloured subjects or it has not been evaluated very highly. It is of course also possible that the Coloured subjects were thinking of Jewish businessmen and not of Jewish intellectuals when rating them.

In conclusion it can be said that there is no indication of a perceived White supremacy in all fields. Only "the Americans" tended to be seen in such a way, whereas the other Non-South African groups, such as "the Germans" and "the Russians" were admired for their efficiency, but not for their emotional qualities. Inside South Africa the Whites with the most favourable image were "the English" and not "the Afrikaners".

The third possible sign of a White Bias seems to be the most valid one (see Table 71 and Table 74). It can be seen that the Coloured subjects regarded "the Coloureds" as well as the "Me-concept" as being superior to the other two Non-White groups, as all significant differences are in this direction. Furthermore, as comparison with "the Afrikaners" and "the Jews" shows, "the Coloureds" were not generally thought inferior, - there even seems to be a significant tendency to rate "the Coloureds" more positively than the two other groups. The group perceived as being most like "the Coloureds" is that of "the Afrikaners", as there were only a few statistically significant differences between the two stereotypes. But the Coloureds did not see themselves as being really able to compete with the other two White groups as far as performance was concerned. However, they saw themselves as being on the same level with all other groups as regards emotional characteristics.

It can therefore be concluded that there was no indication during the present investigation that the Coloured subjects tended to criticize their own group as severely as had been found in other studies (see Literature Section). On the contrary, the subjects did have a positive image of their group, which could be interpreted as evidence for a strong attachment towards their own community. These findings might, of course, be relevant in the case of the present sample only, as they were not found to such an extent in other investigations where more criticism was voiced by some of the subjects. But those results might have been a reflection of the opinions of less educated people, as some investigators did not interview students (e.g. Mann, 1957, Le Roux, 1959, Kellerman, 1956). The opinions gained from the present

sample reflect the attitudes of the more highly educated Coloureds, who might be showing a more conscious striving to regard "the Coloureds" as a positive entity separate from other groups which will then become the frame of reference more and more. This tendency was already pointed out by Golding (1953).

Furthermore it seems that the subjects have not developed a particularly biased relationship to their own group (see Table 74). They did not always consider it as being a value-setting authoritative community, unlike the Afrikaans and Jewish subjects, who tended to regard their reference group in this way, because in many instances the Coloured individuals rated themselves as being superior to "the Coloureds". On the other hand, they did not seem to regard themselves as being an elite group inside the Coloured community, like the Indian subjects tended to do, because "the Coloureds" were seen in a more favourable light than the subjects' self-evaluation on a number of adjectives.

#### 6.5.2. A global approach

At this point a few remarks about the correlations involving the Coloured group seem relevant before the results of the factor analysis are discussed.

Firstly, the matrix of the Coloured group is the only one without negative correlations. In the matrices of the other groups, negative signs generally occurred in correlations between either "the Africans" or "the Coloureds" on the one hand, and some of the stereotypes of White groups,

especially those of "the Germans" and "the Russians", on the other. The lack of negative correlations indicates that the Coloureds differentiated less between the stereotypes than all other groups.

Secondly, "the Coloureds" as well as the "Me-concept" correlate strongly with "the Afrikaners" (.94, .94), "the Americans" (.91, .93), and "the English" (.85, .93), respectively. This would mean that on the whole the Coloureds' image of themselves and the three groups mentioned is very similar.

These two characteristics of the correlation matrix are mainly responsible for the shape of the resulting factors.

It can be seen in Table 75 that three factors were extracted. Although the tendency of this analysis was towards a two-factor solution, it was decided to extract the third in order to increase the variance of the concept "the Africans", whose loading on the third factor proved to be too high to be dismissed out of hand.

The first factor has its highest loadings on the following concepts:- "Me-concept" (.81)<sup>+++</sup>, "the Afrikaners" (.73)<sup>+++</sup>, "the English" (.72)<sup>+++</sup>, and "the Americans" (.72)<sup>+++</sup>.

These are the groups with whom the Coloured subjects are most eager to associate. It could be called a 'White Bias' factor, which excludes those White groups whose values and behaviour could not be accepted since they were regarded as relatively strange.

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<sup>+++</sup> = factor loading

The second factor highlights the more efficient, but at the same time somewhat emotionally remote groups, such as "the Jews" (.87)<sup>+++</sup>, "the Indians" (.81)<sup>+++</sup>, "the Russians" (.72)<sup>+++</sup>, "the Germans" (.65)<sup>+++</sup>, and "the English" (.65)<sup>+++</sup>.

The third factor cannot be interpreted in the absence of further information. For a better understanding of this factor more concepts would have to be included in the analysis, something which should be done in future investigations. It can only be said that the factor represents some characteristics ascribed to "the Germans" (.64)<sup>+++</sup>, "the Africans" (.57)<sup>+++</sup>, "the Afrikaners" (.54)<sup>+++</sup>, and "the Russians" (.51)<sup>+++</sup>.

It is obvious from these findings that the Coloured subjects did not tend to categorize groups according to the criterion of colour, as there is no definite 'Black' or 'White' factor. Although the Coloureds have more than one dimension on which they judge other groups, these dimensions seem to be more difficult to interpret than in the case of the other groups tested.

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<sup>+++</sup> = factor loading

6.6. The African group

6.6.1. An analytical approach

Tables 76 - 85 show the degree to which the Africans varied in their attitudes towards the ten groups mentioned. Most of the comparisons between the stereotypes were statistically significant.

It should be kept in mind that the Africans in South Africa consist of a relatively large number of heterogeneous groups, not only as regards their tribal affiliation but also as regards the degree of urbanization and westernization. On the one extreme there are those Africans in the tribal areas who are illiterate and whose major loyalty is towards their tribe. On the other extreme there are the sophisticated political leaders who proclaim an over-all African unity and oppose the restrictive measures of the Apartheid policy.

It can be assumed that the subjects' positions in the present study are somewhere between these two poles. To some degree they have been alienated from the 'primitive' Africans by their educational achievements, but neither can they publicly identify themselves with the opinions of the political extremists, because then they would not be allowed to study at a state-run university. As in the case of the Indians and Coloureds it can be expected that the well-educated Africans suffer more under the restrictions of the Apartheid laws than the uneducated ones, since, for example, the former are more likely to encounter racial discrimination in their professional career than the latter. Thus it can be expected that these people are more inclined to express animosity towards the Whites than the more tribal, uneducated Africans.

From Table 83 it emerges that "the Afrikaners" were their main target as these came off worse than the other White groups. Differences between "the Afrikaners" on the one hand and the other White groups on the other generally favoured the latter. For example, "the Afrikaners" were regarded as being significantly less contemplative than the other groups (see adjectives such as thoughtful, wise, calm). They were also judged as being very tough. One of their most significant ascribed traits was their happiness, in which they significantly exceeded all other groups, except "the Americans". It is not so strange that the African subjects were found to show a considerable dislike towards the Afrikaners, as the latter represent a group which tends to restrict their freedom. It is interesting that the criticism concentrated more on their wisdom than on their efficiency or even emotional evaluation. For example, it can be seen that they were judged to be as warm as "the Germans", "the Jews", and "the Russians"; and "the English" were regarded as being warmer than "the Afrikaners" only at the .05-level of confidence. The same results can be observed on the adjective sincere. On the whole, "the Afrikaners" were not underestimated in their performances and even their behaviour was not regarded as being significantly less progressive than that of "the English" or "the Jews".

The more positive attitude shown towards the English-speaking South Africans, when compared with "the Afrikaners", has been found in various other investigation (see Literature Section). This might be due to various reasons:-  
Firstly, the English-speaking South Africans are thought to be less openly prejudiced against the Africans, thus they offend less in the situations of day-to-day contact.

Secondly, the Africans at Fort Hara are taught in English rather than in Afrikaans, and through this they get a better chance to become acquainted with the English way of thinking. The Afrikaners are also more openly propagators of racial discrimination and fighters against an African nationalist movement in South Africa.

The stereotype of "the Jews" seems to be similar to that of "the English", as there were only few significant differences between the two groups. "The Jews" were regarded on the one hand as being more active, efficient, and tough than "the English", and on the other hand easier to excite, less careful, and less beautiful. "The Jews" were also regarded as being relatively strange to the Africans. This was already found in chapter 4.1. and it is also supported by Van den Berghe (1962), whose African subjects had very little contact with Jews.

In order to give a more precise description, the stereotypes of the three White groups in South Africa will be compared with the image of "the Africans" as well as with the subjects' self-evaluations. From Table 78 and Table 85 it can be seen that the African subjects showed a high respect for "the Africans" in regard to their emotional as well as their social behaviour. On traits such as humour, sincerity, simplicity, warmth, openness, and beauty "the Africans" were regarded very highly. Another typical characteristic ascribed to "the Africans" seems to be their simplicity. It is, furthermore, quite striking to see how relatively unhappy "the Africans" were thought to be, because almost all other groups were judged as being happier. It is only in their performances that "the Africans" were rated as being

significantly behind most of the White groups, especially when compared to "the Americans", "the Germans", and "the Russians". Generally it can be said that the African subjects did not underestimate their emotional qualities, but were somewhat critical towards their achievements.

This seems to be a reflection of Ngcobo's opinion (1953), who wrote that the Africans admire the European's technological abilities, but regard their own moral and social behaviour as better than that of the Whites. A kind of prototype of the latter seems to be "the Russians" who were considered extremely efficient, active, progressive, and careful; but on the other hand less humorous, sincere, warm, open, relaxed, and beautiful than "the Africans" (see Table 84).

The same picture, though to a lesser extent, can be seen in the case of "the Germans". These results are striking in so far as the African subjects tested had little if any contact with Germans or Russians (see chapter 4.1.) and thought of them as being very strange. Furthermore, these were two groups which the African subjects had found the most difficult to judge (see chapter 4.2.). Thus it can be assumed that the image of the White prototype held by the African subjects need not necessarily be concentrated on the White groups in South Africa only, but can also apply to groups outside the country.

To gain further information of the African auto-stereotype, the concepts of "the Africans" and the "Me-concept" were compared with "the Coloureds" and "the Indians". It can be seen from Table 82 that "the Africans" were on the whole

judged in a more positive light than "the Coloureds". "The Coloureds" were not only seen as being less good in their performance, but they also lacked the thoroughness, warmth, and humour of "the Africans". This corresponds to results discussed in the Literature Section, where it was found that the Africans tended to look down on the Coloureds. However, "the Indians" seem to pose greater competition to the Africans (see Table 80). They were deemed more successful, although less pleasant than "the Coloureds", because they tend to be significantly more humourless, complicated, cooler, reserved, and strange than the latter.

The best image of all seems to be that of "the Americans", as they were rated not only as being very active, but also as humorous, thoughtful, progressive, and fast,- to mention only their most outstanding features. They either possess the good characteristics to the same extent as the other groups, or they even were on a superior level. Thus it seems that "the Americans" have a very positive stereotype in the eyes of the African subjects, which seems to be little influenced, if at all, by recent clashes between Whites and Non-Whites in the U.S.A. (although it should be kept in mind that the more violent conflicts took place after these data were collected), since the African subjects did not show any animosity towards "the Americans" on adjectives describing more emotional qualities. Furthermore it should be pointed out that the subjects tended to idealize "the Americans" more than "the Russians".

A further remark has to be made regarding the relationship between the individuals and their own group, "the Africans". Table 85 shows that the individuals tended to rate themselves

higher than their reference group. This is especially understandable in the sphere of success, efficiency, and progress, as the subjects tested were a highly selected group who represented the intellectual elite of the Africans. However, the differences were not so frequent that one could infer an alienation of these students from the large body of Africans. Both were seen as still having very much in common, especially in the more emotional sphere (see adjectives such as humorous, warm, open, relaxed).

#### 6.6.2. A global approach

The rotated factor matrix is shown in Table 86. Three factors were extracted. As the communalities show, "the Germans" (.98)<sup>++</sup>, "the Russians" (.99)<sup>++</sup>, "the Jews" (.99)<sup>++</sup>, the "Me-concept" (.95)<sup>++</sup>, "the Americans" (.93)<sup>++</sup>, and "the English" (.91)<sup>++</sup> are represented to a very high degree in the factor analysis. On the other hand, "the Coloureds" (.51)<sup>++</sup> have a rather low communality. It follows that the latter seem to possess a fairly high degree of specific characteristics which were not extracted.

The highest loadings on the first factor are on "the Germans" (.95)<sup>+++</sup>, "the Russians" (.92)<sup>+++</sup>, "the Jews" (.81)<sup>+++</sup>, and "the Afrikaners" (.82)<sup>+++</sup>. This factor seems to represent groups which were seen by the African subjects as being very capable but not emotionally close.

The second factor is highly loaded on "the English" (.89)<sup>+++</sup>, "the Indians" (.80)<sup>+++</sup>, and the "Me-concept" (.72)<sup>+++</sup>. It

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++ = communality  
+++ = factor loading

can therefore be regarded as a factor measuring characteristics of groups which were seen as not so capable as those on factor I, but who were more pleasant.

The third factor shows the highest loadings on "the Africans" (.70)<sup>+++</sup>, "the Coloureds" (.68)<sup>+++</sup>, and the "Me-concept" (.60)<sup>+++</sup>. It could therefore be called a 'Black' factor, although "the Americans" (.54)<sup>+++</sup> also obtained relatively high loadings on it.

This factor seems to indicate the existence of a feeling of 'Black Unity' in South Africa on the part of the African subjects. Although it was mentioned previously that the subjects looked somewhat down on "the Coloureds", this prejudice is not so strong as to create an aversion towards them. Quite the contrary, on a more global basis the emphasis seems to be on the similarities rather than on the differences. This result is supported by other findings (see Literature Part), where a considerable number of Africans emphasized that the Coloureds were fellow sufferers and they should give up their preference for the Whites. This was also stressed in various books on Apartheid written by Africans, when they used the concept 'Blacks' or 'Coloureds', including all Non-White people in South Africa (see for example Ngubane, 1963). On such occasions the Indians were generally excluded, as they were regarded as Asians and not as natives of Africa; persons who tended to sit on the fence without taking a definite side in the colour conflict. This attitude is also visible in the present study, where "the Indians" have a very small, negative loading on the third factor.

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<sup>+++</sup> = factor loading

It seems also evident from factor III that there is a kind of African nationalism, which has very little to do with the ideas the African subjects have about "the Russians", who have a negative loading on that factor. Another indication that there is little in common between "the Russians" on the one side and the Non-Whites on the other can be seen in the distribution of loading on factor I. Here "the Russians" are very well represented, whilst "the Africans", "the Coloureds", and the "Me-concept" obtain only small loadings.

The negative attitude towards "the Afrikaners" seems to be both cause and effect of the large gap between this group and the Non-Whites. Although the Africans know the Afrikaners quite well, there is very little real contact with them (see Van den Berghe, 1962), and no common basis exists on which they could communicate easily.

This seems to be less the case with the English-speaking South Africans and also "the Indians". It can be seen that traits attributed to "the English" and "the Indians" were seen as relevant in the case of the individuals' self-image, but less relevant as regards "the Africans". There is thus quite a difference between the subjects' self-evaluation and the stereotype of their reference group. Whilst the latter was mainly described by the third factor, the individuals, in addition to this description, regarded themselves also as having those traits in common which they attributed to the more moderate groups in South Africa, viz.- "the English", "the Indians", and "the Jews".

It can thus be hypothesized that the well-educated Africans, such as the subjects in the present investigation, did not

judge themselves to be so unique as to have nothing in common with the more positively rated White groups. This identification with the White characteristics does not, however, seem to have alienated the African students from their reference group, as the "Me-concept" has a considerable loading on the third factor, pointed out before. It is, of course, quite likely that the students regarded themselves as being more westernized than the average African.

It should furthermore be mentioned that the only ones which were seen to have very little similarity with White groups were "the Coloureds", who obtained very small loadings on factors I and II. "The Coloureds" were considered only roughly like "the Americans" on the third factor. The fairly high loading of "the Americans" on that factor can be explained by their warm and friendly nature in the eyes of the Africans. They were seen to be as emotional as the Non-Whites. It is also evident from the factor analysis that the image of "the Americans" is not easily categorized according to a single dimension, as they obtained medium loadings on all three factors.

With these points in mind, it can be said that the African subjects did not seem to have merely two categories determined by the colour line, according to which they classified the Whites into one and the Non-Whites into another. The reason for this seems to be a perceived subdivision of the Whites, although there was a distinct trend to judge the Non-Whites as differing from the Whites.

6.7. Conclusions as regards hypotheses III, IV, and V

These hypotheses cover the relationship of ethnic stereotypes inside the six groups.

Hypothesis III:

In any one ethnic group, stereotypes attributed to other ethnic groups will indicate that the various groups judged are seen as being distinctly different.

This hypothesis can be accepted for all six groups, based on the results of the analytical approach. However, from the more global approach (factor analyses) the main dimensions become apparent, where similarities (high loadings on the same factor) as well as dissimilarities (high loadings on different factors) between the stereotypes are more pronounced.

Hypothesis IV:

Differentiation between Whites and Non-Whites in South Africa will be particularly strong.

This hypothesis can not be accepted for the Jewish as well as for the Coloured group on the basis of the factor-analytical results.

However, and with some reservations, it seems to be valid for the other groups. In all of them there is no uni-dimensional system, where the Whites are regarded to be direct opposites to the Non-Whites. But in all four groups there is a Non-White factor, which refers only to "the Africans" and to "the Coloureds", and not to "the Indians". Furthermore, White groups are not evaluated on only one,

but on two dimensions.

Thus the most obvious sign of the colour line in South Africa seems to be a set of distinct attitudes towards the two main Non-White groups, which, however, does not correspond to a unique set of attitudes towards the Whites. The main distinction between the Non-Whites and the Whites made by all six groups seems to be in respect to achievement level and not so much to the more emotional qualities.

Hypothesis V:

The stereotype of the subjects' own group will be the most positive one.

This hypothesis can be accepted only in part, namely for those characteristics describing the more emotional traits. It has to be rejected in the case of those adjectives concerning the level of performance. Here the self-descriptions referring to the reference group or to the "Me-concept" are generally less positive than those characteristics attributed to the Non-South African groups mentioned.

CHAPTER VII

COMPARISONS BETWEEN THE  
STEREOTYPES HELD BY THE GROUPS

The aim of this chapter is to find out if the six groups differed in the stereotypes described in the foregoing chapter, or if the stereotypes tended to be universal inside the framework of South African society.

For the purpose of clarification, the term 'group-self image' as used in the present context is defined as the image of a particular group as held by members of the same group, i.e. the group-self image of the Afrikaans subjects tested is the concept "the Afrikaners". The term is different from the term 'self-image of the individuals' since the latter is used in the case of the "Me-concept" only. Used synonymously with the term group-self image is the term 'auto-stereotype', whereas 'heterostereotype' indicates a stereotype of a group held by members of another group.

All comparisons were made by means of the Median Test, which compares the stereotypes of two groups with one another on each adjective pair separately. Statistical differences between two groups are given at the .05, .01, and .001 level of significance in the relevant tables.

7.1. Comparison between the groups' self-images

It has already been found that the subjects held a rather positive image of their respective reference groups. At this point the question arises whether the groups' self-images approximate, or whether some groups are excessive in the way they attribute positive characteristics to themselves.

Table 87 shows the results of the comparisons between the groups' self-images. The first two letters before an oblique stroke stand for the concepts to be judged, and the second two letters indicate the group which was judging. Thus AK/AK means the stereotype of "the Afrikaners" as given by the Afrikaans subjects, whilst vs. is an abbreviation for 'versus'. Therefore AK/AK vs. EN/EN means "the Afrikaners" judged by the Afrikaans subjects compared with the image of "the English" as given by the English-speaking South Africans. The letters inside the Table indicate which one of the two group-self images was judged to be significantly more positive than the other one.

As can be seen from the first five columns, most results which are statistically significant have the subscript "AK". This indicates that when compared with the self-images of the other groups, the Afrikaans subjects tend to attribute significantly more positive characteristics to their reference group than the others did to theirs. This means that the Afrikaans subjects possess a very positive image of their own group, and it is brought out especially when comparing the Afrikaans self-image with that of the English, Indian, Coloured, and African subjects.

Only the Jewish subjects tend to show a similar pattern to that of the Afrikaans group, and for success and humour the Jews rated their reference group even higher than the Afrikaners did. The Jewish subjects' very positive judgment of their own group

can also be seen in columns six, ten, eleven, and twelve. The major part of the significant results shows the subscript "JE". Exceptions to this are the adjective pairs simple-complicated, calm-excitabile, and tough-tender, but it might be remembered that these are the adjective pairs on which the Jewish subjects tended to differ in their evaluation from the other groups. As was been mentioned already, many subjects rated complicated, excitable, and tender to be a more positive description of a person than the respective opposites.

The Coloured subjects show a markedly more positive image of their reference group than the English subjects show of theirs. The same tendency, though to a lesser extent, can also be seen where they were compared with the Africans' self-image. When the self-image of the Coloureds is compared with that of the Indians, it is evident that the former stress humour, warmth, happiness, open-mindedness, a relaxed attitude, and toughness, noticeably more often, whereas the latter are concerned more with success, thoughtfulness, efficiency, simplicity, and carefulness.

The Africans and the English showed the most deprecating group-self-images. The question arises whether these two groups tend to shape their auto-stereotypes more according to the image which other groups have of them. This, among other things was investigated in the following chapter.

7.2. Relationship between a group self-image and the stereotypes of that group as held by others

In order to see how much the auto-stereotypes of the groups tended to correspond with other groups' stereotypes of them, the auto-stereotype and the heterostereotypes held of the same concept were compared. The results are shown in Table 88 and Table 89 for the six groups.

It can be seen from the two tables that in five of the six groups (Afrikaners, Jews, Indians, Coloureds, and Africans) the auto-stereotype is very different from the hetero-stereotypes. The members of a group tended to see their reference group in a much more positive light than the subjects of other groups.

In the case of the Non-White groups this result was expected especially in the comparisons between the Non-White auto-stereotypes and the evaluations of these groups by the White groups, because the latter tend to be negatively prejudiced towards Non-Whites, especially as regards their performance. As was pointed out by van den Berghe (1966), the situation in South Africa has changed to such a degree that the Non-Whites no longer accept the White stereotypes as their own, but tend to evolve a much more positive picture of their reference group. Thus they saw their own performances in a much better light than did the White groups. They also thought of themselves as being more conscientious and contemplative than the White groups did. All in all, the Non-White groups did not look upon themselves as irresponsible children, but as people on whom one could rely much more than was generally credited by the White subjects.

However, the discrepancies in auto- and hetero-stereotypes did not only occur between the White and the Non-White groups, but also inside these two major categories. Thus it can be seen that the Indian and the Coloured group-self-images were much more positive than the images held of these two groups by other Non-White groups. This is especially evident in the case of the Coloured auto-stereotype, where the Coloured subjects had a much better picture of their own group than the Indian and the African subjects. From this we can infer that the Coloureds feel denigrated not only by the White groups but also by the Non-Whites. However, it is interesting to see that, in the case of the African auto-stereotype, it roughly corresponds to the image of the Africans as held by the Coloured subjects. This could have two reasons:- Firstly, a relatively positive image of the Africans as held by the Coloured subjects; secondly, a modest group self-image of the Africans (both points were discussed previously) But it should be added that the latter point is less important, because the auto-stereotype of the African subjects is nevertheless not so modest as to correspond with those images held by the other groups, as there were very many differences, which indicate that the Afrikaans, English, Jewish, and Indian subjects did not show such positive attitudes towards the Africans as the Africans themselves did.

As regards the White groups the largest number of differences between the auto- and hetero-stereotypes is in the case of the Afrikaners. Not only did the Non-Whites seem to hold the Afrikaners in much less esteem, but the English and the Jews did so as well. These discrepancies were not concentrated on particular characteristics, but seemed to involve almost all of them. The same tendency is evident, but to a lesser degree, in the case of the Jews.

All in all it can be said that the Afrikaans, Jewish, Indian, Coloured and African subjects saw their own group in a much more positive light than any one of the others regarded it.

In contrast to the picture of these five groups is that of the English-speaking subjects. They did not show such a constant over-estimation of their reference group. On a number of items there was even a reverse trend, where the other groups saw the English in a better light than they did themselves. This is especially evident in the case of the Coloured subjects, where all significant differences indicate that the English subjects tended to judge their reference group more critically than the former.

Two reasons could be given for this:- 1.) The Coloureds enjoyed a greater degree of legal freedom under the English government than under the Afrikaners with their codified discrimination laws. Thus the English might to some degree be idealized for what they attempted politically, and such political attitudes were then generalized to include other characteristics of the English. 2.) The trend of the Coloureds was to make reasonable judgments on every kind of group, which in the present case overlaps with the modest image the English-speaking subjects had of their own reference group.

It can be seen that only the Indian subjects generally tended to have a less favourable image of the English than the English did themselves. This might be due especially to the Natal situation, where the English and the Indians have a much more competitive relationship than, for example, the English and the Coloureds in the Cape. The Indians' critique was largely concentrated on the more emotional aspects, such as humour, thoughtfulness, sincerity, warmth, happiness, and open-mindedness. They agreed, on the other hand, with the English subjects on the success and efficiency of the English. The critical attitude of the Indians could be due to

discriminative laws by means of which the English tended to prevent effective competition between the two groups in the economic sector.

Among the Afrikaans, the Jewish, and the African subjects there was an astonishing amount of agreement between their image of the English and the image as held by the English subjects themselves, and, all in all, it can be said that the other groups tested saw the English as the latter saw themselves. How could this be explained?

In our discussion so far it has been noted that the English in South Africa generally belong to the groups evaluated favourably, which indicates that they possess a rather positive image in the eyes of all other groups.

Furthermore, they tended to show a fairly modest self-evaluation, so that their self-image could be accepted by the other groups. This would indicate a high degree of realism and self-effacement. Several reasons could be advanced for this:-

- 1.) The English in South Africa never really had to fight for their ethnic identity, and were thus not forced to develop an overoptimistic group image. This is proved by their lower ethnocentrism score (Achron, 1963; Pettigrew, 1958), and their more modest evaluation of overt achievement (Morsbach, 1965), as well as their tendency to show less extreme judgments, e.g. as regards Capital Punishment (Morsbach, 1967), and nationalism (Gillespie & Allport, 1955).
- 2.) The English-speaking subjects stress racial discrimination to a lesser extent than the Afrikaners.
- 3.) The general image of the English people outside South Africa might also have contributed much. Here, the recent developments in the African and Asian continents might have played

a role, where the English supported the idea of decolonization and self-government.

It should, however, be added that although the English subjects seem to be well adapted as regards their auto-stereotype, they did not show the same degree of empathy when judging other groups; as the auto-stereotypes of those groups differed significantly from the stereotypes as held by the English on such groups. Here, the English subjects tended not to meet the demands of the other groups. Thus it can be assumed that in a relationship where something is expected of the English group there will be a considerable consensus between all groups concerned; however, in a relationship where something is expected of any other group in South Africa there will be little agreement between the group in question on the one hand and all other groups on the other, and even the English group will not show a significantly greater insight into the self-concept of that group.

7.3. Stereotypes of the groups inside South Africa,  
excluding judgments of one's own group

Comparisons were made between the six groups as regards their judgments of the concepts representing groups in South Africa. The reference groups were always excluded from the comparisons, as these have already been compared with those of the other groups in Tables 88 and 89.

The comparisons covered all adjectives and are shown for the six concepts "the Afrikaners", "the English", "the Jews", "the Indians", "the Coloureds", and "the Africans", in Tables 90 to 95, respectively.

"The Afrikaners"

From Table 90 it can be seen that the Coloured subjects generally held more positive opinions about "the Afrikaners" than the other groups. They regarded "the Afrikaners" as possessing significantly more humour and beauty. Compared with the English subjects they did not regard "the Afrikaners" as being so sincere and warm; however, they saw them as being more progressive and fast.

When the English were compared with Jewish subjects, the former either shared the same opinions, or had even more positive ones,- as on the adjectives thoughtful, sincere, wise, progressive, and beautiful. In general, the English subjects seemed to have a higher opinion of the sincerity and warmth of "the Afrikaners".

The Indian subjects stressed the adjectives successful and fast in "the Afrikaners" significantly more than the English and Jewish subjects, but they did not see them as being so warm, sincere, and relaxed as the latter two groups did.

The African subjects rated "the Afrikaners" as more progressive and open-minded than all other groups except the Coloureds.

Thus it can be said that none of the groups generally had an extremely positive or negative picture of "the Afrikaners", although the Coloured subjects seemed to be more positively and the Indians more negatively inclined than the other groups.

"The Gentile English-speaking South Africans"

From Table 91 it is clear that the Coloureds held the most positive image of "the English". They stressed the adjectives active, humorous, sincere, and fast significantly more than any other group.

The Afrikaans subjects had a more positive image than the Jews of "the English" on some adjectives such as wise, open, progressive, familiar, fast, and precise; on the others they did not differ to any great extent from the Jews. The Afrikaners also preferred "the English" more than the Indians did.

On the whole, the Indian subjects seemed to hold the most critical opinions of "the English". Only in some cases were the Jewish subjects still more critical, such as on the adjectives active, simple, progressive, and fast. The latter group was, however, attaching more significance to the thoughtfulness, sincerity, and warmth of "the English".

The Africans did not express many differing opinions from those of the Jews and the Indians, although they tended to be more positively inclined towards "the English".

On the whole it can be said that the Coloureds had the most positive image of "the English", whereas the Jews and the Indians tended to see them in a less favourable light.

### "The Jews"

The Coloured and the African subjects showed very similar estimations of "the Jews". The three differences between the two groups are significant only at the .05-level. However, these two groups differed from the opinions of the Indian subjects on quite a number of adjectives. The latter regarded "the Jews" as being less humorous, thoughtful, open, and more simple, wise, and careful than did the former. When compared with the other groups, it was noticeable that the Indians stressed the simplicity, wisdom, and carefulness of "the Jews" more than the others. For the Afrikaners, "the Jews" seemed to be more familiar, progressive, and precise than for the English, Indian, Coloured, and African subjects (see Table 92).

When the image of "the Jews" held by the Afrikaans subjects was compared with that held by the English, it was shown that the latter emphasized the efficiency, warmth, sincerity, and carefulness with a greater frequency. Quite a number of differences exist between the English and the Indian group. The English subjects did not consider "the Jews" as simple, wise, calm, and beautiful as the latter. It is worth observing, however, that they were more inclined rather to deem them active, humorous, warm, happy, open, progressive, familiar and fast.

Generally speaking, it can be said that none of the groups had a substantially more positive or negative picture of "the Jews";

although there seems to be an indication that the two White groups, especially the English subjects, tend to see "the Jews" in a more favourable light than the Non-Whites.

"The Indians"

The Jewish subjects seemed to have a rather similar opinion of "the Indians" to that of the English, Coloured, and African subjects (see Table 93). However, compared with the Afrikaans subjects, the Jewish subjects thought "the Indians" more sincere, wise, warm, fast, careful, and beautiful, although they were not so familiar with them. Generally, "the Indians" seemed to be more familiar, open-minded, and tough to the Afrikaans subjects than to any other group.

The Indians' activity, thoughtfulness, and sincerity seemed to be significant characteristics in the eyes of the Coloured group. An interesting finding is the significantly higher rating of the African subjects as regards the beauty of "the Indians", when compared to the ratings made by all other groups.

It may be mentioned that a high degree of homogeneity of opinion between the groups is found for the adjectives humorous, successful, efficient, simple, happy, and relaxed when rating "the Indians".

"The Coloureds"

From Table 94 it can be seen that the Jewish subjects had the most positive image of "the Coloureds" when compared to those of the other groups. The only exception is the Indian group, which believed "the Coloureds" to be more efficient, beautiful, and tough than the Jews did. This positive attitude held by the Indian subjects is corroborated when compared with the Afrikaans, the English, and the African groups. Here, the Indians saw "the Coloureds" as being noticeably more active, thoughtful, progressive, fast, beautiful, and precise than the Afrikaans subjects did, although the latter regarded them as being more humorous, sincere, simple, and relaxed.

The English and the Indian subjects have markedly differing opinions of "the Coloureds". The former look upon them as being more passive, humorous, thoughtful, sincere, simple, warm, excitable, conservative, strange, slow, relaxed, tender, ugly, and vague.

Although "the Coloureds" were felt as being more familiar to the Afrikaans subjects than to the English, the former did not see them as being as thoughtful, progressive, fast, careful, tender, and beautiful than the latter.

The African subjects did not demonstrate a very consistent positive or negative attitude towards "the Coloureds". This is in clear contrast to all other groups. They regarded "the Coloureds" as being less humorous, sincere, warm, and tough than the Afrikaans, English, and Jewish subjects, but did see them as being more precise, and more beautiful.

Overall, it can be said that the groups did not correspond very much as regards their image of "the Coloureds". But none of them had an extremely negative or positive picture of them.

#### "The Africans"

If Table 95 is compared with the five foregoing ones, it can be seen that it shows the highest number of differing opinions between the groups towards a concept.

The Afrikaans subjects appeared to have the undoubtedly most negative attitude towards "the Africans". Thus they considered them more foolish, passive, thoughtless, careless, and ugly than all other groups did, although they seemed to know them quite well; certainly better than did the English, Jewish, and Coloured subjects.

The attitude of the Coloured subjects was rather different to that of the Afrikaners. "The Africans" they thought as being more active, successful, efficient, wise, calm, thoughtful, sincere, fast, careful, and precise than most other groups did. The image of "the Africans" held by the Jewish subjects and the English subjects was either the same on some adjectives, or more positive in the eyes of the Jewish subjects, such as on thoughtful, warm, careful, beautiful, and precise.

Contrasted with the Indian subjects, the English and Jewish subjects regarded "the Africans" as more passive, inefficient, complicated, warm, slow, relaxed, and tender.

All in all it can be said that the differences between the groups towards the image of "the Africans" are greater than for any other South African concept tested. The Afrikaans subjects had the most critical opinions, whereas the Coloureds had the most positive ones.

From the foregoing discussion the following conclusions can be drawn concerning the stereotypes of South African groups:-

- (1) White groups in South Africa were not evaluated much better by other White subjects than by the Non-Whites.
- (2) When comparing the ratings of White subjects with those of Non-White subjects on the topic of Non-White concepts, the Non-White subjects did not consistently evaluate these concepts much more favourably.
- (3) The most controversial concept is that of "the Africans". The Coloured subjects had the most favourable image of this group, whereas Afrikaners had the least favourable.
- (4) Coloured subjects generally tended to rate all other groups in a more positive light than the subjects of the other five groups did.
- (5) Inside the White groups, the Jewish subjects tended to be least prejudiced towards the Non-White groups, and the most critical of the White groups (excluding their group-self image).

7.4. Concepts representing groups outside South Africa

"The Americans"

It can be seen in Table 96 that in the case of almost all comparisons where the Indians differed significantly from the other groups, the former displayed very positive attitudes towards "the Americans". This is particularly evident when compared with the Afrikaans, English, and Jewish subjects. Thus the English did not find "the Americans" as active, humorous, thoughtful, efficient, wise, happy, calm, progressive, fast, careful, tough, beautiful, and precise as the Indians did. The same is true (but to a lesser extent) for the Afrikaans and the Jewish subjects.

Quite similar attitudes to those of the Indians were held by the Coloured subjects. There are only four significant differences between these two groups. And when the Coloureds were compared with the other groups, their positive image of "the Americans" came out clearly. They found them more thoughtful, sincere, wise, calm, and careful, than the Afrikaners, English, and Jews did.

The English, on the other hand, seemed to have a more critical image of "the Americans". They very rarely stressed the positive adjectives more strongly than the other groups. In some way they reacted similarly to the Jewish subjects, as there are only two comparisons where the two groups differed from one another, although it must be mentioned that the Jews were more positively inclined towards "the Americans" than the English. There are quite a number of adjectives (especially when compared with the Afrikaners and the Africans) on which Jewish subjects had better opinions of "the Americans" than the two other groups. Thus, for example, they regarded them as being more active, humorous, simple, open, and fast than

the Afrikaners did. But on the other hand the Afrikaans subjects were more inclined to judge "the Americans" thoughtful, wise, careful, beautiful, and precise. And, furthermore, "the Americans" seemed to be more familiar to them than to any other group. The African subjects occupy a middle position. On the one hand they regarded "the Americans" as less warm, and tough, but more thoughtful, than the other groups did.

By way of summary, it can be said that there is no adjective pair on which all groups corresponded in their opinion of "the Americans". The more positive attitudes towards them were expressed by the Indian and the Coloured subjects, and the more negative ones by the English group, whilst the others were more or less inbetween with differing opinions on various adjective pairs.

#### "The Germans"

It is evident from Table 97 that the Afrikaans subjects had the most positive image by far of "the Germans". They rated "the Germans" as being significantly more humorous, thoughtful, efficient, sincere, wise, warm, happy, open-minded, progressive, familiar, fast, relaxed, beautiful, and precise.

Contrary to this very positive picture is the one held by the Jewish subjects. They regarded them as being humourless, thoughtless, insincere, foolish, cold, excitable, conservative, slow, tense, and ugly noticeably more often than the other groups did.

The English subjects tended to share the opinions of the Jews more than those of the Afrikaners, although they were not quite so negatively inclined towards "the Germans".

But when compared with the Indians and the Coloureds, they very rarely stressed the positive adjectives with any more significant frequency, whereas these latter two groups did. Thus the Coloured subjects judged "the Germans" to be more humorous, thoughtful, wise, warm, open, progressive, fast, tough, and beautiful than did the English subjects. The Coloureds' opinion of "the Germans" seemed to be nearer to that of the Afrikaners than to that of the Jews.

The Indians, being in a middle position between the Afrikaners and the Jews, saw "the Germans" more favourably on adjectives such as wise, progressive, fast, and tough than did the English subjects.

The Africans have a lot in common with the Coloured and Indian subjects in their image of "the Germans", as there was only a small number of differences between them.

It can generally be said that there seemed to be two dissimilar images of "the Germans":- a very positive one (held by the Afrikaners) and a very negative one (expressed by the Jews). It was already pointed out that these two diverging stereotypes might be a reflection of the different attitude which the Afrikaners and the Jews have towards "the Germans". While, for example, many Afrikaners sympathized with Germany during World War II, the Jews suffered from German persecution. It can be seen that in spite of West Germany's insistence

that the atrocities during the Nazi regime were carried out by a relatively small number of powerful and brutal people, there is still a strong aversion towards all Germans in those Jews who experienced the war at first hand, or from afar. And this seems to be even in those Jewish students who were born after the war, as the students tested were generally younger than twenty in 1965. This antipathy seems to be concentrated more on the emotional traits of Germans than on their actual performance, as there was little disagreement between the Jewish subjects and the other groups on adjectives such as success, activity, and carefulness.

#### "The Russians"

It can be seen from Table 98 that among the White groups the image of "the Russians" does not differ to a large degree. There are no significant differences at all between the English and the Jewish subjects; and between the English on the one hand and the Afrikaners on the other there are only a few, namely on the adjectives progressive, familiar, and ugly. Here, the latter group stressed these characteristics significantly more often. It should furthermore be mentioned that "the Russians" seemed to be more familiar and more ugly to the Afrikaners than to any other group.

The opinions held by the Non-White groups are quite different. The Indians, Coloureds, and Africans showed a significantly more positive attitude on a number of adjectives. This is particularly evident in the case of the Indians, who frequently saw "the Russians" in a more positive light than even the Coloureds and Africans did. Their positive opinions did not

concentrate so much on characteristics dealing with achievement as on those dealing with emotional qualities, such as humorous, thoughtful, sincere, wise, warm, happy, calm, beautiful, and relaxed. The same holds true, although to lesser extent, in the case of the Coloureds and the Africans. Of the three Non-White groups, the Africans were the most critical ones.

On the whole it can be said that the White groups displayed a more critical attitude towards "the Russians" than the Non-White groups, especially on characteristics of an emotional kind.

7.5. Self-images of the individuals (the "Me-concept")

Table 99 reveals that there are quite a number of differences between the groups on the rating of their individual personalities. The ratings between them corresponded only on two adjective pairs, active-passive, and relaxed-tense. Here the groups did not differ from one another in their individual self-evaluations. The English subjects had the least positive image of themselves. Their relatively modest attitude has already been noticed in the context of their group self-image. It was the only case where auto-stereotype and hetero-stereotype coincided appreciably.

The second group with a relatively restrained estimation of itself was that of the Jews. Although they saw themselves as significantly more humorous, warm, progressive, familiar, and tender than the English did; and as being warmer and happier than the Afrikaners saw themselves; they had more critical opinions towards their personalities than the Indians, the Coloureds, and the Afrikaners had of theirs. Thus they seemed to be more reluctant in attributing positive characteristics to themselves than to their reference group, a finding which has already been discussed before.

The Afrikaans subjects, however, had a significantly more positive image of themselves than the English and the Jews had. The former stressed the adjectives humorous, successful, efficient, wise, warm, open-minded, progressive, familiar, fast, and precise much more than the English did.

The Coloureds' "Me-concept" is rather similar to that of the Afrikaans subjects. Here it should be remembered that the

Coloureds saw "the Afrikaners" as being very similar to their own reference group. It could therefore be assumed that from the Coloured point of view there were not many differences between themselves and the Afrikaners, as they judged both groups to be very similar. However, the Afrikaans subjects seemed not to be very conscious of this similarity, because they judged "the Coloureds" as being very unlike themselves. Thus they would probably not agree to this implied similarity, which is therefore one-sided only.

The self-image of the Indians is not very different from that of the Afrikaners. In four of the five significant differences the Indian subjects judged themselves in a more positive light, such as on the adjectives thoughtful, sincere, simple, and familiar. This attitude was already discussed before, where it was suggested that the Indian subjects might have seen themselves as an elite group inside their reference group.

The African subjects did not deviate very much in their self-evaluation from that of the Indians and the Coloureds, although they tended to be significantly more modest on some items, such as on happy-unhappy, and tough-tender. It should be mentioned that they are the group which saw itself as being significantly more unhappy than others did.

On the whole it can be concluded that differences also occur in the individual self-estimation of the six groups. The English subjects, on the one hand, gave the more modest picture of themselves, whereas the Indians, Afrikaners, Coloureds and Africans tended to have a more positive image of their own personality.

CHAPTER VIII

COMPARISONS BETWEEN THE  
FACTORIAL STRUCTURE OF  
THE CONCEPTS

In order to see whether the structure of stereotypes in one group was similar to that of other groups Sixtl's (1964) method to calculate the similarity between two factor analyses was applied.

When comparing any two factor analyses it must be borne in mind that the factors of the second factor analysis must be arranged sequentially in such a way that the highest possible similarity coefficient is obtained; the criterion for such an arrangement being the size of the product sum of the corresponding loadings of one factor in A and its counterpart in  $\bar{A}$  ( $\sum_{i=1}^n a_i \bar{a}_i = \max$ ). If this sum is negative, all loadings on  $\bar{A}$  are reflected. Thus, for example, the product sums of the first factor of A with all factors of  $\bar{A}$  were calculated, and the factor of  $\bar{A}$  with the highest product sum was taken as the 'new' first factor of  $\bar{A}$ .

As for the Jewish group, where four factors had been extracted, those three were taken which gave the highest coefficient of similarity. It can be seen from Table 100 that they varied between the groups. As regards comparisons between the Jewish group on the one hand and the Afrikaners, the English, and the Africans on the other, it was factor one, two, and three ( $^{++}$ ); for the Indian group factors two, three, and four ( $^{+++}$ ); and for the Coloured group factors one, two, and four ( $^{+}$ ).

Table 100 shows the similarity coefficients between the six factor analyses.

Table 100 Similarity coefficients

	AK	EN	JE	IN	CO	AC
AK	-	.94	.82 <sup>++</sup>	.89	.77	.74
EN	.94	-	.84 <sup>++</sup>	.89	.71	.84
JE	.82 <sup>++</sup>	.84 <sup>++</sup>	-	.71 <sup>+++</sup>	.73 <sup>+</sup>	.83 <sup>++</sup>
IN	.89	.89	.71 <sup>+++</sup>	-	.70	.94
CO	.77	.71	.73 <sup>+</sup>	.70	-	.77
AC	.74	.84	.83 <sup>++</sup>	.94	.77	-

As mentioned previously, the similarity indices can be interpreted in the same way as correlation coefficients. It can be seen that the coefficients vary between .70 and .94. A correlation coefficient with  $N = 30$  would differ significantly from zero at the 1% level when  $r \geq .463$ , and  $r \geq .361$  at the 5% level. It can thus be concluded that there were significant similarities between all factor analyses.

Although all coefficients were significant, considerable differences did appear. The highest coefficients were found between the Afrikaans and the English subjects; and between the Indian and the African subjects, where the similarity index was as high as .94. But although both are equally high, the similarities can be interpreted differently.

With the Afrikaners and the English, the global stereotype structure seems to be very much alike because these two groups apparently reflect a similar set of attitudes:- (1) A generally positive evaluation of White groups in South Africa

to whom the Afrikaans as well as the English subjects belong; (2) a definite Black Factor on which they rated "the Africans" and "the Coloureds"; (3) and a dimension which they attributed to groups of more distant relationships, generally groups outside South Africa.

This picture seems to correspond rather well to the official policy in the country, and has largely been internalized by most members of the two major groups who approve of, and benefit from, this system. The similarity between the two groups could also be a sign for the present-day trend in South Africa to bridge the gap between Afrikaans and English-speaking Whites and to arrive at a unity based on common interests.

Recent developments seem to substantiate the fact that the Afrikaners are the ones who are openly proclaiming this unity, whereas the English-speaking Whites are really the ones who are changing their own political ideas so as to coincide more with those of the Afrikaners, and not vice versa.

This is, for instance, noticeable in the gain of votes by the National Party at the expense of the United Party. Another sign is the stricter implementation of segregation in traditionally English areas, such as the Cape Peninsula and Natal.

The feeling that a unifying basic outlook exists does, however, not seem to hold with respect to the Indians and the Africans. As regards factor-analytic results, there is a great similarity between these two groups. Both have a factor for groups which are seen as hard-working, but

emotionally disagreeable. Neither is there much difference on the second factor, which is, in both cases, largely determined by the relatively positive image of the English, with whom both groups are ready to identify themselves more easily than with the other White groups, especially when contrasting this with the subjects' self-image. Even here, however, there are differences between the Indians and the Africans.

The group self-image of the Indians is like the image they have of the English, whereas this is not the case within the African group tested. The Africans do admit that the Indians are similar to the English, but not they themselves. If our starting point is thus the reference group and not the concepts, a dissimilarity between Indians and Africans becomes obvious. The factorial similarity is thus only a superficial one which does not tally with the basic attitudes of these two groups.

The dissimilarity is further emphasized by the Black Factor found in both groups. With the Africans, it implies a feeling of solidarity between the Non-White groups from which the Indians are, however, excluded. Thus we find here a positive feeling of identity. Among the Indians, on the other hand, the Black Factor implies an exclusion of the Non-White groups from the Whites, where the Indians see themselves as belonging to the latter. Thus, whereas the Indians are identifying themselves quite consciously with the White groups, the Africans tend to see their group members, and thus to some degree themselves, as distinctly different from the Whites, willing also to accept their own 'otherness'. On the whole it would appear that the

Indian subjects tend towards accepting and internalizing the attitudes of the Whites towards the Africans and Coloureds, although to a somewhat more moderate degree. The Africans, on the other hand, seem to be trying to develop a new concept, in many ways similar to that of Apartheid, which, however, only stresses the ethnic 'otherness' of the Coloureds and Africans, but not a negative evaluation of them.

This may also be the reason for the finding that the factor analyses of the Africans and the Afrikaners are relatively different ( $r = .74$ ). The Afrikaners differ especially - as has been mentioned before - in their judgment of "the Africans", which is significantly more negative than those of any other group tested. The Black Factor is therefore determined much more by negative attributes in the case of the Afrikaners, and by positive attributes in that of the Africans.

It can also be observed that in spite of many similarities, the English-speaking South Africans have a more positive picture of the Africans than do the Afrikaners. The size of the similarity quotient ( $r = .84$ ) could also of course arise from other factors. For example, both groups see "the Germans" in a more or less similar way which is far less positive than the attitude of the Afrikaners towards this group. Moreover, the group-self-image of the English is closer to the stereotype the Africans have of the English than the group-self-image of the Afrikaners and the stereotype Africans have of them.

All in all, it is evident that the attitudes of the English

correspond more to those of other groups than do the attitudes of the Afrikaners, since the similarity quotients of the English are virtually always higher than those of the latter.

It is interesting to see that the African subjects are relatively alone among the Non-White groups in their concept of positive black unity. The interpretation of the Indians as regards the topic has already been discussed, but the low quotient between Coloureds and Africans also points to the fact that these groups show sizeable divergencies in their stereotype structure. This is partly owing to the fact that the Coloureds do not have a Black Factor, and who in any case in the judgment of ethnic groups tend to use criteria differing from all others. A general feature of the Coloureds seems to be their tendency not to evaluate other groups as critically, - Whites as well as Non-Whites -.

This is especially so in the case of the major groups in South Africa, viz. "the Afrikaners", "the English", and "the Africans". This could arise from the following:- The groups mentioned are of great importance to the Coloureds. "The Afrikaners" are generally regarded as their reference group, "the English" as the 'ideal' Whites in South Africa, and "the Africans" as the group most similar to the Coloureds as regards legal position:- the group they are most likely to opt for if the discrimination by the Whites continues. This is in line with the comment of Golding (1953), that lower-class Coloureds are tending to have more friendly feelings towards the Africans, with whom they would rather co-operate than with the Whites. This feeling seems to be weaker in the Coloureds who are better off, (such as these tested), since the similarity coefficient between Africans and Coloureds would otherwise be higher.

The similarity coefficients of the Coloureds tested permit the deduction that this group has to date not identified itself with any one of the other major groups in South Africa in particular. It looks more as if they are arriving at a relatively unique interpretation, which stems from their special 'marginal situation' (Dickie-Clark, 1966).

Another group relatively uninfluenced by the typical South African stereotypes is that of the Jews. Unlike the other groups the Jews tested appear to think not so much in categories of White and Non-White, but are showing a greater differentiation. Although they obtained considerable similarity coefficients with the Afrikaners, the English, and the Africans, it must always be kept in mind that the Jews showed four factors in their evaluation of the stereotypes. It was suggested previously that the Jews' special situation in South Africa might be responsible for this. Having experienced racial discrimination in recent years, many Jews can be expected to play down racial differentiation in South Africa and support the claims of Non-Whites for more rights. This, of course, can and does lead to an isolation from the other White groups in South Africa, who think differently, so that the Jews are seen as opponents rather than as possible catalysts. However, the similarity coefficients are still high enough to show that at least two of the four categories are fairly similar to two of the other groups.

CHAPTER IX

CONCLUSIONS

9.1. Possibilities and limitations  
of the present investigation

Introduction

The major aim of the present study has been to investigate national and ethnic stereotypes in South Africa. The comparisons of the stereotypes in six different groups were determined by two major questions:

- 1) What are the specific characteristics of stereotypes inside the different groups?
- 2) Are these characteristics shared by all, or are they unique to the relevant group?

The investigation of stereotypes concentrated on the cognitive aspects of ethnic attitudes, thereby indicating the use of the measuring instrument, viz. Osgood's Semantic Differential; the reasons for the choice of this specific test have been discussed in the Introduction.

It must be remembered that in any test of this kind only a limited number of adjective pairs can be administered (20 in the present case). Since many stereotypes are likely to be multiplex, it can be assumed that some aspects can not be measured due to the absence of appropriate adjective pairs. Although it was attempted to include those adjective

pairs found to be the most relevant in previous investigations, it must be pointed out that the stereotype structures established are most probably not complete and can only point to general tendencies. Future investigations will have to deal with this deficiency in greater detail.

However, the factorial structure of adjectives in the present study seems to indicate that the most important criteria which make up attitudes have been included in the choice of the adjective pairs, since similar factors (albeit in different cultural groups) have been found by other investigators. Basically, it involves variations of the factors labelled activity and evaluation which were shown to be present in all six South African groups.

This last-mentioned finding touches on an important point, namely the question to what extent a particular test can be used in different cultures. Since the present study tested subjects belonging to six different cultural groups, of which at least two (Africans and Indians) have been greatly influenced by non-Western civilization, it seems relevant to check how the groups compare on the basis of a few relevant criteria before starting with the investigation proper. This is attempted in the following section.

The motivation of the groups to respond to the test

On the whole it could be shown that the interest shown by all groups in the test was satisfactory; none voiced particular objections.

The request to judge various ethnic groups by means of opposite adjectives met with little difficulty in the majority of subjects. Very few seemed to be disturbed by a task which made them pass judgment on a large group on the basis of an acquaintance with only a limited number of its members. A few subjects mentioned that they had too little knowledge of a particular group and thus felt at a loss when asked to rate it, but this mostly concerned those groups with whom very little, if any, personal contact could have taken place, viz.- "the Russians", "the Germans", "the Indians", and "the Jews". The first-mentioned two are groups outside South Africa, and the last two are relatively small minority groups inside the country, with whom contact is often very limited due to the fact that both Jews and Indians tend to be concentrated in particular areas. It is interesting to note that "the Americans" were, on the whole, regarded as easy to rate, although personal contact is in most cases non-existent. Perhaps their image has been moulded by the mass media to such an extent that the need for personal contact as prerequisite for their evaluation no longer exists.

Another critique sometimes mentioned (again, only by a small minority), was the fact that it was difficult to use some adjective pairs for the task of rating. Whites commented on this more than Non-Whites.

In spite of these objections the general consensus among the six groups was so strong as to allow the conclusion that the differences in motivation as regards responding to the questions were of minor importance.

The interpretations of the adjectives

Apart from their motivation, it was thought valuable to check the attitudes which the six groups had towards the adjectives. The investigation of the stereotypes was based on the assumption that any differences would be due to differences in ethnic attitudes and not due to differing interpretations of the adjective pairs which were presented.

The best known method in this field is to carry out an investigation of the factorial structure of the adjectives and then to compare the resulting factor analyses. The results of such a check confirmed the claim made by other investigators that inside concept groups (here: ethnic groups), the semantic structure of adjectives is supra-cultural, leading to a similar interpretation of specific adjectives in various cultures. On the basis of results found in the present study it can be concluded that the adjective pairs were interpreted in a similar way by every one of the six groups tested.

A limitation of the validity of the previous statement must, however, be mentioned. This concerns the finding that only about one third of the total variance was extracted by the factor analyses, thereby indicating that the factors obtained reflect the uniqueness of the adjectives only to a small degree. Information about the remaining variance was obtained by showing that the six groups were fairly similar as regards the spread of their scores when

judging the various concepts. This indicates that the differences in the stereotypes between the groups are due more to a difference in attitude and less to differences in score dispersion.

Moreover, an investigation of the social desirability of the adjectives was carried out. It could be shown that in only three adjective pairs some groups preferred the first adjective to its counterpart, and other groups preferred the second one of that pair. The knowledge of the extent of social desirability attributed to particular adjectives helped in gauging the strength of positive or negative attitudes of subjects towards various concepts.

#### The subjects

Although hypotheses concerning the ethnic attitudes of the six different groups had been stated, the present investigation took the form of an 'Erkundungsversuch' (attempt at exploration) rather than an 'Entscheidungsversuch' (attempt at decision), (see Hofstätter, 1957<sup>b</sup>).

In spite of the fact that a number of publications dealing with the various groups in South Africa do exist, there are relatively few socio-psychological studies which concentrate on ethnic attitudes. Here again, very little has been published on the cognitive aspects of these attitudes; moreover, nothing which used the Semantic Differential.

Due to the pressing need for a more detailed study of such attitudinal aspects which, after all, are of extreme

importance in the shaping of social as well as political action in South Africa, it was decided to concentrate on their measurement and description even in the absence of concise hypotheses.

It was hoped to describe South African inter-group attitudes by concentrating on the six major groups in the country. These are, among the Non-Whites:- the Africans, the Coloureds, and the Indians. In the case of the Whites, a study was made of the English-speaking Gentiles, the English-speaking Jews, and the Afrikaners.

Only students were taken as samples. This means that only a small minority in each group was selected, thereby limiting the degree to which expressed attitudes of any one sample could be generalized so as to be taken as representative for the whole group. However, it was felt that the young intellectuals in any one group are the ones who mainly determine future political and economic orientation. The question of representativeness is less acute in the case of economically more prosperous groups, such as the Whites, since in their case a large percentage can and does attend university. Among the Non-Whites this is at present not the case. Only a small minority can afford to send its children to university. It follows that any generalizations based on the results obtained from these students must be treated with great caution. If in the following pages mention is made of the African, Indian, or Coloured attitudes it always means the attitudes of the subjects tested, subjects far better educated and far more sophisticated than the other members of their group.

Since the present investigation aimed at determining differences in stereotypes between the various groups, intra-group differences had to be checked so as to determine whether they played a significant role or not. This was done by comparing males and females inside every one of the six groups with each other. It was established that sex differences were so small that it was in order to combine their scores for all further calculations.

#### The concepts

The concepts were chosen with the aim in mind to learn as much as possible about the ethnic stereotypes of the major groups in South Africa. For this purpose, the six groups' own names were given as concepts to be rated, as well as the names of three groups outside South Africa ("the Russiens", "the Americans", and "the Germans") which were thought as especially pertinent in an investigation of South African stereotypes. It is obvious that many more nationalities could have been included, but the test would then have taken too long to answer. Finally, the "Me-concept" was included so as to obtain judgments of the self and to be able to contrast this with the subjects' own reference group as well as other groups which influenced them.

Attitudes towards some of the groups mentioned have frequently been investigated, especially those towards some South African groups as held by the Whites. Little, however, is known about the attitudes of South African Non-Whites towards their own group, towards the other Non-Whites, and towards the Whites; not to mention their views of groups outside the country. The scarcity of

research on the attitude of South African subjects towards groups outside South Africa could well be due to the pre-eminence of local problems caused mainly by ethnic group differences.

The results obtained by testing the various subjects do, of course, not correlate perfectly with the subjects' real attitudes, since it can be assumed that e.g. the Non-White subjects approached a test of this kind with greater reservations than the Whites, although this was not expressly stated. However, even a direct statement of dislike could not really be expected, since such students are likely to be discriminated against if opposition is voiced too directly. It was, of course, attempted to counteract this to some degree by requesting the subjects not to furnish their names and by promising to keep all data confidential.

9.2. The ethnic attitudes of the six groups

The Afrikaners and the Gentile English-speaking Whites

The two groups most similar in ethnic attitudes are the Afrikaners and the White English-speaking Gentiles. This becomes especially evident when comparing their factorial structure of stereotypes where the similarity coefficient is very high.

Both show a definite category on which the Africans and the Coloureds obtained high loadings; groups which were viewed, on the whole, not too unsympathetically, but lacking in thoroughness when thinking or working. The Afrikaans as well as the English-speaking subjects rated themselves ("Me-concept") and their reference group as being on a different dimension - a dimension characterized by many more socially desirable traits than that of the Non-Whites mentioned previously. A third factor seems to round off their stereotype structure:- strongly represented on it are those groups and nationalities with whom both Afrikaners and English-speaking Gentiles have had little contact, such as "the Germans" and "the Russians".

Although the two White groups discussed have many attitudes in common, there are some differences which should be mentioned:-

One important difference lies in each group's self-image. Whereas the Afrikaners tended towards an extreme over-evaluation of their reference group which differed significantly from the way in which they were judged by others, the English-speaking Whites showed a far more

modest and realistic self-appraisal. This consistent over-evaluation on the part of the Afrikaners could be a sign of strong ethnocentric tendencies which have already been noted by various investigators (see literature section). Such a tendency is often expressed by the belief that they are a 'chosen people', thereby counteracting tendencies to mix with other ethnic groups and to attempt the preservation of their uniqueness, whether real or imagined. It seems that being an 'Afrikaner' does not only consist of belonging to a certain church (overwhelmingly Calvinist), but also of the ability to speak a certain language (Afrikaans), the sharing of a common historical background (e.g. 'Great Trek', Anglo-Boer War), and the acceptance and observance of well-defined values and attitudes, not only in the political sphere (e.g. National Party), but also in social and moral areas, such as similar future expectations and a strong identification with the reference group. All this is contained in the concept of 'Afrikanerdom'. Everyone who fulfils these requirements can say with pride that he or she is an Afrikaner, a membership frequently evolved from and accompanied by a strong feeling of ethnocentrism.

The English-speaking Gentile Whites in South Africa possess no equivalent of the 'Afrikanerdom' concept. This does not imply that ethnocentrism is altogether lacking, but rather it is expressed in a way similar to that of other nations, e.g. the United States (Pettigrew, 1958). The English-speaking group's relatively modest self-image corresponds by and large to the evaluation of their group by the other inhabitants of South Africa. Such a self-image could partly be due to historical factors:- the English in South Africa had, after all, far less reason to fight

for their own ethnic identity than any other group. Being a member of the English-speaking community in South Africa also carries with it the feeling of belonging to a world culture, and, formerly, to a world-wide Empire and subsequent 'Commonwealth'. For these reasons the English-speaking population was never really forced to build up a consciously positive group image which could be used as a symbol in times of clashes with the other inhabitants.

Another difference between the English and the Afrikaans-speaking Whites lies in the tendency to make extreme judgements. This emerged clearly in the present investigation, and it was not limited to each group's self-image only, but sometimes included judgments of other groups as well. This tendency towards extreme judgments can, of course, be in both positive as well as negative directions.

Concerning extremely positive judgments, the high regard in which "the Germans" were held by the Afrikaners is especially noteworthy, since this nation was sometimes judged even more positively than the group's self-image. The English-speaking Whites, on the other hand, although tending to give credit to the Germans' achievements, were skeptical as regards their emotional qualities. This kind of evaluation was also made by all other groups tested (except for the Jewish subjects).

Alongside the highly favourable judgment of "the Germans" by the Afrikaans subjects we find a considerably negative evaluation of "the Africans", who were seen to be lacking

in achievement as well as in emotional qualities.

This tendency towards extremes may be one reason why "the English" were generally preferred to "the Afrikaners" by all other groups tested.

It should, however, be added that the Afrikaans subjects did not show extreme judgments in all cases, but rather in the case of describing those groups with whom they felt emotionally involved, e.g. the reference group and "the Germans" in a positive - and "the Africans" in a negative sense.

Both Afrikaners and English-speaking subjects did not voice particularly extreme judgments as regards "the Jews", a finding which could indicate that there remains no outspoken anti-Semitism among the White Gentiles in South Africa. Nevertheless, the attitude of the groups mentioned towards "the Jews" is one of reserve, something which explains the loading of "the Jews" in the factor analyses of both groups and which also corresponds to the recent findings of Lever (1966).

In spite of all this, the similarities of attitudes between Afrikaans- and English-speaking Whites cannot escape attention. Such similarities are most likely due to the fact that both groups enjoy many privileges due to their skin colour, privileges which both groups are jealously guarding. The most obvious sign of this is an undeniable emphasis placed on the 'colour bar', by the members of both groups. Perhaps the Afrikaans group is less reticent about mentioning it in public, but the

English-speaking Whites are by and large quite in agreement with its continued enforcement. This might also explain the slow but steady trend of the latter to gradually endorse the more extreme ideas of Apartheid, an ideology which seems to guarantee their continued high standard of living to a greater extent than alternative policies.

#### The Indians and the Africans

The Indians and the Africans are groups whose stereotype structures are apparently similar to those of the White Gentiles. However, important differences do exist, and they also differ in some respects from one another.

The similarity with the Afrikaans- and English-speaking White groups is shown by the fact that both Africans and Indians also had a 'Non-White Factor', on which "the Africans" and "the Coloureds" obtained significant loadings. Indians and Africans are, however, classified as 'Non-Whites' in South Africa, in contrast to the Afrikaans- and English-speaking Whites. It is therefore of interest to note that by and large the stereotype structure of the African and Indian subjects matched that of the White Gentiles, although such an attitude constellation is concomitant with discrimination in everyday life. Now, then, do the Indians and Africans react to the question of colour whose existence they acknowledge?

#### The Indians:

Judging from the data obtained during the present study, the Indian subjects did not see themselves as belonging to the Non-White groups, but regarded themselves as being more

similar to the Whites, especially "the English" as well as "the Americans". This means that although the Indian subjects were, on the whole, more critical of "the English" than the other five groups tested, they still felt that this was the group with which they could identify more than with any other in South Africa (except for their reference group).

The question arises to what extent the Indian subjects have an unrealistic image of their own group if they deny that it belongs to the Non-White groups in South Africa. But from the factor analyses of the other groups' responses, especially those of the Afrikaans- and English-White subjects as well as the Africans, it also emerges that "the Indians" are to be viewed as belonging more to the White groups. Thus the self-image of the Indian subjects is largely in accordance with the view which other South African groups have of them. On closer inspection it does, of course, become apparent that the Indians tested had a much higher regard for their own group than other groups had of it, but this is, after all, a natural phenomenon which occurs in nearly all groups.

The overall stereotype held of "the Indians" by the other groups tested is one of hard-working, thoughtful, and successful people who are, however, lacking somewhat in warmth and with whom one keeps at a distance. The last-mentioned point is brought out strongly by all investigations using the Social Distance Scale where it seems to be a dominant feature. Even the Afrikaans subjects tested in the course of such investigations wanted to keep a greater distance from "the Indians" than from "the Africans", which

makes their repeated efforts to 'repatriate' the Indian community more understandable. Such outspoken anti-Indian feelings were, however, not found in any group tested during the present study.

The difference between the results of the two tests could be due to the fact that the Social Distance Scale measures action tendencies as regards degree of social contact, and the Semantic Differential measures attitudes of a more cognitive nature. If subjects thus regarded "the Indians" as being very hard-working (Sem. Diff.) this in no way needs to imply that intimate contact is desired with them (Soc. Dist. Scale). On the contrary, the history of South Africa shows that "the Indians" were disliked precisely because of their efficiency. This is shown by the discriminatory laws introduced by the English in Natal which aimed at reducing the freedom of movement of Indians competing in the sphere of trade and business. It is further evident from the 1949 Durban riots, where the Africans attacked Indians mainly because they felt exploited by them. Furthermore, the Indians represent a culturally distinct group in South Africa which avoids racial intermarriage and which still has its own customs, religions, languages, and family structure.

It is most likely that in the realm of social contact the results obtained from the Social Distance Scale are of decisive importance, and that it is only in emotionally more neutral situations, where achievement plays a greater role, where "the Indians" are seen as belonging more to the Whites than to the Non-Whites.

It is of interest to note that the Indian subjects evaluated "the Americans" and "the Russians" more positively than did the other groups. Since little data on this point is available from other sources, such a tendency can only be pointed out in the present context, but a satisfactory explanation will have to wait until further investigations have been carried out.

Finally, the Indians' strong emphasis on education seems to be corroboration of the finding that the students tested saw themselves as an elite group because they rated themselves ("Me-concept") more highly than their own reference group.

#### The Africans:

As mentioned previously, the stereotype structures of African and Indian subjects resemble one another at first sight, but important differences emerge on closer inspection. Whereas the Indians possessed a 'Non-White Factor' on which they, however, did not place their own group, this factor seems to be one of identification for the African subjects, since their reference group as well as their "Me-concept" obtained high loadings on it. Furthermore, the Non-White Factor seems to have many more positive qualities for the Africans than for any of the other groups who also possess one.

The Africans naturally saw their own group in a favourable light, but this concentrated more on their emotional qualities, whereas some reservations were evident when they discussed their group's achievement criteria. This is in

line with the findings of Ngcobo (1953), who wrote that the Africans admire the scientific and technical achievements of the Whites, but not their moral and social attitudes.

It was assumed that the Non-White Factor represents a feeling of solidarity among the Africans tested, something they experience when thinking of their own group and also partly as regards the Coloureds, but not as regards the Indians. Similar results by other investigators are discussed in the literature section.

Although the African subjects frequently criticized the Coloureds by calling them relatively inefficient, the general feeling towards them seems to be one of solidarity. That this attitude is not one of extreme ethnocentrism is evidenced by the loadings which "the Americans" obtained on the Non-White Factor - a factor positively evaluated by the Africans.

Furthermore, the "Me-concept" obtained high loadings on factor II together with "the English" and "the Indians". Here we seem to have the assumption by the African subjects that, through their good education, they attained the positive qualities of "the English" and "the Indians", qualities which their own reference group still lacks.

These qualities lie mainly in the field of achievements, where the individuals tested see themselves as better and more progressive. It thus seems that the students still see themselves as being full members of the African group as regards emotional qualities, but as differing from the

latter in their accomplishments - thus claiming for themselves the role and status of an elite group.

The African subjects did not show any marked sympathy or antipathy when rating other groups, ratings in which they differed consistently from the other five groups tested. It is of interest to note that other Non-White groups were not regarded as being exceptionally favourable; neither were the English-speaking Whites and the Afrikaners much disliked.

Of course the question cannot be answered to what extent the African subjects showed reluctance in making public their real opinions about the White South Africans, since an outspoken criticism might endanger the subjects' tenure at university. However, should this reticence have been present, it is astonishing to see the accuracy with which the African subjects were able to approximate their answers to those given by the subjects in other groups tested who had moderate attitudes.

#### The Coloureds

The more moderate attitude constellation as shown by the Africans is not shared by the Coloured subjects. Not only do the Coloureds show a distinct tendency towards positive judgments; their stereotype structure is also less similar than that of the Africans when both are compared to the main White groups. This might be due to the special situation - discussed previously - in which the Coloureds find themselves. Dickie-Clark (1966) describes their situation as 'marginal', i.e. identification with the

White group and membership of the Non-White population. Whereas the Africans seem to be accepting their being Non-White as a positive value, the Coloureds are attempting to play down the question of colour, since they appear to have no special factor concerning this area. On the other hand, the data obtained do not permit one to talk of a significant 'White Bias' in the form of an over-evaluation of all Whites and a deprecation of all Non-Whites (including their own group). If present at all, it seems to be a selective type of 'White Bias':- a tendency towards a relatively positive evaluation of Americans as well as English and Afrikaans-speaking Whites. However, the subjects saw the Coloured group as well as themselves as having many characteristics in common with the Whites. The positive evaluation of "the Coloureds", especially in the sphere of emotional qualities, points towards the fact that the subjects tend to regard their membership group as a reference group also. It may be the case that "the Afrikaners" as well as "the English" represent further reference groups, since "the Afrikaners" were seen as being very similar to the Coloureds.

"The English" were, on the other hand, seen in a significantly more positive light than "the Afrikaners" - a finding which could indicate some degree of idealization. This might be due to the fact that the Coloureds, under English rule, had many more privileges than under the present Afrikaner government. In spite of this, however, there exists a similarity between the stereotypes of "the Coloureds" and "the Afrikaners" in the eyes of the Coloured subjects. The Afrikaans subjects, on the other hand, saw their own

group as being distinctly different from that of the Coloureds. This similarity is thus perceived by the one group only.

The 'marginal' situation of the Coloured subjects might have contributed towards their tendency not to condemn any one group, so as to be friends with all of them. This is evident especially in the case of the dominant South African groups, who determine their lives and future more than any other group.

All in all it may be concluded that the colour question is deemphasized by the Coloured subjects tested.

#### The Jews

The Jews were regarded by all other groups as being relatively ambitious, but lacking in emotional warmth. It is striking to see that the image of "the Jews" is very similar to that of "the Germans"; although Afrikaners, Indians, and Coloureds seem to have a somewhat higher regard for "the Germans", and the English subjects a higher regard for "the Jews". The last-mentioned tendency could be due to World War II, where the Germans were fighting the British.

The generally assumed similarity between Jews and Germans is most probably not welcomed by the former, since they harbour a distinct resentment against "the Germans" which stems from persecutions and forced emigration during the thirties and forties.

Their ascribed similarity to "the Germans" as regards industriousness and achievement will, however, not be so unpleasant for the South African Jews, since they saw their own group as possessing these qualities as well. The fact that "the Jews" were, on the other hand, also seen as similar to "the Germans" in being emotionally more reserved will probably not meet with the Jews' approval, since the Jewish subjects saw their own group as being just the opposite; apart from judging "the Germans" as being extremely unpleasant in this area (e.g. humourless, not trustworthy, colder, and more tense). The anti-German feeling of the Jewish subjects is thus concentrated on a disapproval of their emotional qualities while their achievements were duly acknowledged.

Not only do the Jewish subjects differ from all other groups in their evaluation of "the Germans", but they also have a different stereotype structure, as brought out by means of factor analysis. Instead of the usual three factors they have four, which points to a more differentiated attitude structure.

In contrast especially with the Afrikaans- and English-speaking Gentile subjects they do not have a distinct Non-White Factor, indicating that their classification of groups is made less explicitly along colour lines. This might be due to the fact that until recently the Jews themselves were victims of persecution, not because they had committed unlawful deeds, but simply because they belonged to a group regarded as inferior in Europe as well as in South Africa (see literature section). The Jewish subjects' attitudes towards "the Africans" and "the Coloureds" are, on the whole, also significantly more positive than those shown by White Gentiles. It must,

however, be added that the answers of the White Gentiles showed little, if any, trace of anti-Semitism anymore.

Whereas distinctions according to colour criteria were weak or absent, the images of those two groups outside South Africa evoked distinct attitudes in the Jewish subjects, viz.- "the Russians" and "the Germans". Both groups have, in the past, persecuted Jews with great cruelty. It is therefore not surprising to see that both groups were seen as being very similar ( $r = .93$ ), as well as being the ones who had high loadings on one factor to the exclusion of all other groups. These are two groups who were rated as very efficient, but greatly lacking emotional warmth.

The group seen as being the most similar to the Jews' self-image is that of "the English". This is, of course, not surprising, since the South African Jews tend to associate with the English-speaking more than with any other group. The South African Jews have in many cases attempted to adopt the English way of life. They are very strongly represented in the large urban universities where teaching is in English. The nickname 'Ikeys' for the students at the University of Cape Town points to their influence in this place of learning. This does not automatically mean that they are giving up their ethnic identity, since they rated "the Jews" more positively than any other group tested. It thus seems that the Jewish subjects are still regarding "the Jews" as their major reference group. This is also evident when comparing the rating of their own group with that of the "Me-concept",

where almost all significant comparisons favour the reference group. This is not due to the fact that the subjects are very critical of themselves, since the "Me-concept" was also rated positively; more positively, in fact, than the images of the other groups, especially in the emotional sphere.

Worth mentioning is also the finding (already quoted by Lever, 1966), that the South African Jews showed no self-hatred, something which could have been expressed in a negative evaluation of their group's self-image.

The preferred association with the English-speaking Gentiles does not, however, go hand in hand with a general feeling of White solidarity in South Africa, since the attitude towards "the Afrikaners" is one of criticism and alienation. The latter were seen as occupying a fairly isolated position among the Whites in South Africa, since they obtained the highest loading on a factor which does not feature either "the Jews" or "the English" to any considerable degree. Contrary to official policies and attitudes the Jewish subjects seemed to notice similarities between "the Africans" and "the Afrikaners". As discussed previously, the common link might be a strong nationalism ascribed to both, or perhaps the fact that these are the two groups most directly involved in the struggle for power in South Africa.

In conclusion it can be stated that the colour line determined the stereotype structure of only four out of

six groups tested:- both Jewish as well as Coloured subjects seemed to make use of different major criteria - whether consciously or unconsciously - to evaluate the various groups.

9.3. The universality of stereotypes

In the literature section it was mentioned that the results of cross-cultural studies suggested two possible answers to the question whether stereotypes of national or ethnic groups are (a) universal, or (b) dependent on the cultural characteristics of the subjects tested.

This was stated most clearly by Diab (1963):-

- (1) "literate subjects in different cultures hold somewhat similar stereotypes of certain known national or racial groups"
- (2) "... members of different groups attribute somewhat different stereotypes to certain national and ethnic groups, depending mostly on the nature of the relationship between the groups in question" (p.29)

Similarities of stereotypes as seen by subjects in different cultures

If the tables dealing with the 'analytic approaches' in chapter VI (experimental section) are compared with those in chapter VII (experimental section), it becomes evident that there are many more significant differences in the former tables than in the latter. This would support the hypothesis that the cultural background of the subjects plays a less important role than the specific ethnic or national group which is to be judged. For example, the Jewish subjects did not differ significantly from the English-speaking Gentiles when rating "the Russians". On the other hand, stereotypes of various concepts as

held by any one particular group differ greatly from each other - so much, in fact, that no group rated any two concepts as being alike to the extent that significant differences were completely absent.

The relative similarity of stereotypes between subjects belonging to different groups becomes especially clear when comparing their factorial stereotype structure, since the similarity coefficients are all remarkably high. This is also true in the case of the Jewish subjects, where at least two of their four factors are very similar to two factors found in the factor analyses of other groups tested.

These similarities are not only apparent when making overall comparisons, but also when comparing the various stereotypes of one particular concept as held by the different rating groups. "The Americans", for instance, were highly thought of by all six groups tested. The small differences which did occur concern the degree of positive evaluation:- the Indian subjects had a significantly higher regard for "the Americans" than the English-speaking Whites, although the latter were positively inclined as well.

On the basis of these results the first hypothesis mentioned by Diab (1963) receives strong support.

This should not be taken to mean a 100%-consensus, but rather a general trend which differs in intensity but not in direction, except for special circumstances which will be discussed in the following section.

Factors counteracting the universality of stereotypes

The following factors which restrict the tendency for stereotypes to be held by all persons, do most probably not constitute a complete list, but they were the major ones found in the present investigation. Only further research can determine their relevance in countries outside South Africa.

Special attachment of certain subjects to one particular group

One example of a particularly good relationship between subjects and a group is found in the case of the reference group. Numerous investigations have shown that subjects tend to view their own reference group in a particularly good light. In the present study this was especially the case when subjects rated their reference group's emotional characteristics. In the case of the Afrikaans and the Jewish subjects this trend is also evident in all other qualities, because they saw their own group as being significantly better than all others in all respects. Although the other subjects tested were somewhat more skeptical as regards the achievement traits of their reference group, the auto-stereotype was still rated significantly more positively than the attitudes which other subjects had of that group. Only in the case of the Gentile English-speaking Whites did auto- and hetero-stereotypes about "the English" coincide. The probable reasons for this have been discussed previously.

A second kind of special preference is caused by special historical circumstances. This is, for example, the case with the Afrikaans subjects, who rated "the Germans"

significantly more positively than did any other group. As discussed previously, this tendency was traced back to specific relationships between Afrikaners and Germans during the last 70 years.

The third type does not emerge as clearly as the previous special preferences. It seems to involve a stronger-than-usual liking of those groups which are forced to live under similar circumstances than the reference group, and who are dominated in their development by the same power. Here we could talk of a feeling of unity due to a 'common destiny'. It is especially noticeable in the responses of the Indian and Coloured subjects, who tended to rate other Non-White groups more positively than e.g. the Whites rated them. This kind of response did not, however, occur as a consistent trend among the African subjects. That could be due to the fact that the Coloured and Indian groups consist of relatively few members, who are thus forced to look for support among groups which are not too antagonistic. The Africans, on the other hand, might feel strong enough numerically that they can do without the aid of minority groups, especially when the latter can sometimes be accused of real or potential co-operation with the Whites.

Special aversion as regards a particular group

Special aversions can also influence the universality of certain stereotypes.

This is, for instance, the case in the critical evaluation of "the Germans" by the Jewish subjects. It could be a reaction against the Germans' anti-Semitism during Nazi times. These aversions are concentrated mostly on the

Germans' emotional qualities. The negative stereotype is also long-lived, since the teen-age subjects tested must have acquired the dislike from their parents or older siblings:- direct contacts with Germans being relatively rare in South Africa.

The strong antipathy shown by the Afrikaans subjects when rating "the Africans" seems to encompass emotional as well as achievement qualities of the latter. This aversion is probably due to historical (MacCrone, 1937) as well as recent developments. The basis seems to be the fear of the Africans' numerical superiority. The stereotype of the latter does not resemble that of a lovable yet irresponsible child anymore, but rather that of a dangerous group which has to be resisted energetically.

Particular characteristics of the judging group

Under this point the ethnocentrism of the Afrikaners could be mentioned, ethnocentrism partly responsible for the stereotype of their reference group and that of the Africans.

A further case is the more liberal and differentiated stereotype structure of the Jewish subjects, who seemed to disregard the colour line to a large extent when rating other groups.

The "marginal" situation of the Coloureds seems to be also relevant in this context, which to some degree counteracts the stereotype universality by their attempts to be friends with all groups, as well as playing down the Black-White classification.

A further development, mentioned by Van den Berghe (1966), is the gradual transition of South African society from a paternalistic to a competitive one. However, the Apartheid laws seem to be slowing down this trend considerably, and little was shown of possible future developments in the present-day attitudes tested. The greatest amount of competitive feeling was shown by the Indian subjects when asked to rate "the English", the group which is, in fact, their strongest rival in business.

On the whole it can be concluded that the stereotype similarity of the various South African groups is most evident in those cases where special factors are not influencing the image of the group to be rated.

A P P E N D I X

INSTRUCTIONS

The purpose of this investigation is to discover what certain concepts mean to you.

You are asked to judge these concepts against a set of opposite adjectives. On each page you will find the concept at the head of the list of adjectives. You are asked to rate the concept on each of these adjectives. Please make your judgements on the basis of what they mean to you.

Please fill in the test as follows:

Suppose the concept to be rated is "my mother"

If you feel that this concept is very closely related to one of the adjectives, make a cross through the 3 as follows:

strong	3	2	1	0	1	2	<del>3</del>	weak
strong	<del>3</del>	2	1	<u>or</u> 0	1	2	3	weak

If you feel that the concept "my mother" is quite closely related to one or the other adjective, make a cross through the 2 as follows:

old	3	<del>2</del>	1	0	1	2	3	young
old	3	2	1	<u>or</u> 0	1	<del>2</del>	3	young

If the concept seems only slightly related to one of the adjectives, make a cross through the 1 as follows:

active	3	2	1	0	<del>1</del>	2	3	passive
active	3	2	<del>1</del>	<u>or</u> 0	1	2	3	passive

If you feel that the concept could be related to both adjectives equally well, or if the concept has nothing to do with the adjectives, then cross out the zero as follows:

sharp	3	2	1	<del>0</del>	1	2	3	blunt
-------	---	---	---	--------------	---	---	---	-------

Very important

Be sure to check every pair of adjectives, please do not omit any.

Don't hesitate to use the extreme ends of the adjectives wherever these seem appropriate. Use the neutral zero as little as possible.

Please rate the concepts on the basis of what they mean to you.

Make each rating a separate and independent judgement.

Note down your first impression and don't take too long to make any rating, rather try to work at a steady speed without looking back or correcting previous judgments.

We thank you very much for your participation in this investigation.

Sequence of the ten concepts rated by subjects

1. "the Americans"
2. "the English-speaking South Africans"
3. "the Africans"
4. "the Germans"
5. "the South African Indians"
6. "the Jews"
7. "the Coloureds"
8. "the Afrikaners"
9. "the Russians"
10. "Me"

five pages of the following:

" \_\_\_\_\_ " (concept)

active	3	2	1	0	1	2	3	passive
humorous	3	2	1	0	1	2	3	humourless
unsuccessful	3	2	1	0	1	2	3	successful
Thoughtless	3	2	1	0	1	2	3	thoughtful
efficient	3	2	1	0	1	2	3	inefficient
insincere	3	2	1	0	1	2	3	sincere
simple	3	2	1	0	1	2	3	complicated
wise	3	2	1	0	1	2	3	foolish
cold	3	2	1	0	1	2	3	warm
unhappy	3	2	1	0	1	2	3	happy
excitable	3	2	1	0	1	2	3	calm
reserved	3	2	1	0	1	2	3	open
conservative	3	2	1	0	1	2	3	progressive
strange	3	2	1	0	1	2	3	familiar
fast	3	2	1	0	1	2	3	slow
careful	3	2	1	0	1	2	3	careless
relaxed	3	2	1	0	1	2	3	tense
tender	3	2	1	0	1	2	3	tough
ugly	3	2	1	0	1	2	3	beautiful
vague	3	2	1	0	1	2	3	precise

" \_\_\_\_\_ " (concept)

active	3	2	1	0	1	2	3	passive
humorous	3	2	1	0	1	2	3	humourless
unsuccessful	3	2	1	0	1	2	3	successful
thoughtless	3	2	1	0	1	2	3	thoughtful
efficient	3	2	1	0	1	2	3	inefficient
insincere	3	2	1	0	1	2	3	sincere
simple	3	2	1	0	1	2	3	complicated
wise	3	2	1	0	1	2	3	foolish
cold	3	2	1	0	1	2	3	warm
unhappy	3	2	1	0	1	2	3	happy
excitable	3	2	1	0	1	2	3	calm
reserved	3	2	1	0	1	2	3	open
conservative	3	2	1	0	1	2	3	progressive
strange	3	2	1	0	1	2	3	familiar
fast	3	2	1	0	1	2	3	slow
careful	3	2	1	0	1	2	3	careless
relaxed	3	2	1	0	1	2	3	tense
tender	3	2	1	0	1	2	3	tough
ugly	3	2	1	0	1	2	3	beautiful
vague	3	2	1	0	1	2	3	precise

male or female ..... age ..... years

date ..... name of university .....

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Please give a short general impression of the test:

Please write down the name of the group you know best under (a), second-best under (b) and so on:

- (a)
- (b)
- (c)
- (d)
- (e)
- (f)
- (g)
- (h)
- (i)

Did you find some concepts difficult to rate?

If so, which concepts?

Did you find the test:

very boring, boring, indifferent, interesting, very interesting?  
(underline)

Which of the following adjectives in each pair is a more positive description of a person? Please underline it:

active	-	passive
humourous	-	humourless
unsuccessful	-	successful
thoughtless	-	thoughtful
efficient	-	inefficient
insincere	-	sincere
simple	-	complicated
wise	-	foolish
cold	-	warm
unhappy	-	happy
excitable	-	calm
reserved	-	open
conservative	-	progressive
strange	-	familiar
fast	-	slow
careful	-	careless
relaxed	-	tense
tender	-	tough
ugly	-	beautiful
vague	-	precise

A F R I K A A N S   V E R S I O N   O F   T H E   T E S T

I N S T R U K S I E S

Die doel van hierdie ondersoek is om uit te vind wat verskeie begrippe vir u beteken.

U word gevra om hierdie begrippe met behulp van teenoorgestelde adjektiewe te beoordeel. Op elke bladsy sal u die begrip bo-aan die lys van adjektiewe vind.

Beoordeel om ieders keer 'n eie, onafhanklike beoordeling te maak.

Vul asb. die toets in soos volg:-

Gestel die begrip wat beoordeel moet word is "my ma".

Indien u voel dat die begrip besonder goed pas by een van die adjektiewe, trek u 'n kruisie deur daardie 3 wat naaste aan die adjektief geleë is, bv.:-

sterk	<del>3</del>	2	1	0	1	2	3	swak
				<u>of</u>				
sterk	3	2	1	0	1	2	<del>3</del>	swak

Indien u voel dat die begrip "my ma" redelik goed pas by een van die adjektiewe, trek u 'n kruisie deur daardie 2 wat naaste aan die adjektief geleë is, bv.:-

oud	3	<del>2</del>	1	0	1	2	3	jonk
				<u>of</u>				
oud	3	2	1	0	1	<del>2</del>	3	jonk

Indien u voel dat die begrip net effentjies pas by een van die adjektiewe, trek u 'n kruisie deur daardie 1 wat naaste aan die adjektief geleë is, bv.:-

aktief	3	2	<del>1</del>	0	1	2	3	passief
				<u>of</u>				
aktief	3	2	1	0	<del>1</del>	2	3	passief

Indien u egter voel dat die begrip tot geen van die teenoorgestelde adjektiewe pas nie, of tot altwee ewe goed, trek u 'n kruisie deur die nul (0), bv.:-

skerp	3	2	1	<del>0</del>	1	2	3	stomp
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Baie belangrik:- Maak seker dat u elke adjektief-paar beoordeel, moenie iets uitlaat nie. - Moenie huiwer om die uiteindes (3) van die skaal te gebruik nie waar dit van toepassing mag wees. Gebruik nul so min as moontlik. Beoordeel die begrippe asb. volgens hulle betekenis vir uself. Maak elke beoordeling apart en onafhanklik van anderes. Skryf u eerste indruk neer en moenie te lank aarsel om 'n oordeel te maak nie, probeer liewers om teen 'n konstante spoed te werk sonder om terug te kyk en sonder om vorige beoordelings te verbeter nie. Baie dankie vir u deelname aan hd. onderscek!

Sequence of the ten concepts rated by the subjects

(Afrikaans version)

1. "die Amerikaners"
2. "die Engelssprekende Suid-Afrikaners"
3. "die Bantoes"
4. "die Duitsers"
5. "die Suid-Afrikaanse Indiërs"
6. "die Jode"
7. "die Kleurlinge"
8. "die Afrikaners"
9. "die Russe"
10. "Ek"

(Five pages of the following:-)

" \_\_\_\_\_ " (concept)

aktief	3	2	1	0	1	2	3	passief
humoristies	3	2	1	0	1	2	3	sonder humor
onsuksesvol	3	2	1	0	1	2	3	suksesvol
onbesonne	3	2	1	0	1	2	3	bedag
bekwaam	3	2	1	0	1	2	3	onbekwaam
onopreg	3	2	1	0	1	2	3	opreg
eenvoudig	3	2	1	0	1	2	3	moeilik
verstandig	3	2	1	0	1	2	3	dwaas
koud	3	2	1	0	1	2	3	warm
ongelukkig	3	2	1	0	1	2	3	bly
opwindbaar	3	2	1	0	1	2	3	kalm
teruggetrokke	3	2	1	0	1	2	3	toeganklik
konservatief	3	2	1	0	1	2	3	vooruitstrewend
vreemd	3	2	1	0	1	2	3	welbekend
vinnig	3	2	1	0	1	2	3	stadig
sorgvuldig	3	2	1	0	1	2	3	sorgloos
ontspanne	3	2	1	0	1	2	3	gespanne
teer	3	2	1	0	1	2	3	taai
lelik	3	2	1	0	1	2	3	mooi
vaag	3	2	1	0	1	2	3	noukeurig

" \_\_\_\_\_ " (concept)

aktief	3	2	1	0	1	2	3	passief
humoristies	3	2	1	0	1	2	3	sonder humor
onsuksesvol	3	2	1	0	1	2	3	suksesvol
onbesonne	3	2	1	0	1	2	3	bedag
bekwaam	3	2	1	0	1	2	3	onbekwaam
onopreg	3	2	1	0	1	2	3	opreg
eenvoudig	3	2	1	0	1	2	3	moeilik
verstandig	3	2	1	0	1	2	3	dwaas
koud	3	2	1	0	1	2	3	warm
ongelukkig	3	2	1	0	1	2	3	bly
opwindbaar	3	2	1	0	1	2	3	kalm
teruggetrokke	3	2	1	0	1	2	3	toeganklik
konservatief	3	2	1	0	1	2	3	vooruitstrewend
vreemd	3	2	1	0	1	2	3	welbekend
vinnig	3	2	1	0	1	2	3	stadig
sorgvuldig	3	2	1	0	1	2	3	sorgloos
ontspanne	3	2	1	0	1	2	3	gespanne
teer	3	2	1	0	1	2	3	taai
lelik	3	2	1	0	1	2	3	mooi
vaag	3	2	1	0	1	2	3	noukeurig

manlik of vroulik ..... ouderdom .... jaar

datum ..... naam van universiteit .....

---

Gee asb. 'n kort algemene indruk van die toets:

Skryf asb. die naam van die groep wat u beste ken neer onder (a),  
tweede-beste onder (b), ens.:-

- |     |     |
|-----|-----|
| (a) | (f) |
| (b) | (g) |
| (c) | (h) |
| (d) | (i) |
| (e) |     |

Het u moeilikheid ondervind met die beoordeling van sommige begrippe?  
Indien wel, watter begrippe?

Hoe het u die toets gevind:-

baie langdradig, langdradig, middelmatig, interessant, baie interessant  
(onderstreep asb.)

Watter een van die twee teenoorgestelde adjektiewe is volgens u mening  
meer positief as 'n beoordeling van 'n persoon?

Onderstreep hulle asb.

- |               |                   |
|---------------|-------------------|
| aktief        | - passief         |
| humoristies   | - sonder humor    |
| onsuksesvol   | - suksesvol       |
| onbesonne     | - bedag           |
| bekwaam       | - onbekwaam       |
| onopreg       | - opreg           |
| eenvoudig     | - moeilik         |
| verstandig    | - dwaas           |
| koud          | - warm            |
| ongelukkig    | - bly             |
| opwindbaar    | - kalm            |
| teruggetrokke | - toeganklik      |
| konservatief  | - vooruitstrewend |
| vreemd        | - welbekend       |
| vinnig        | - stadig          |
| sorgvuldig    | - sorgloos        |
| ontspanne     | - gespanne        |
| teer          | - taai            |
| lelik         | - mooi            |
| vaag          | - noukeurig       |

TABLE NO 3 COMMENTS ON THE TEST MADE BY THE SUBJECTS

PERCENTAGES OF TOTAL GROUP AND SIGNIFICANT DIFFERENCES BETWEEN MALE AND FEMALE SUBJECTS IN EACH GROUP

	AFRIKAANS SUBJECTS		ENGLISH SUBJECTS		JEWISH SUBJECTS		INDIAN SUBJECTS		COLOURED SUBJECTS		AFRICAN SUBJECTS		GRAND TOTAL %
	%T	.M-F	%T	.M-F	%T	.M-F	%T	.M-F	%T	.M-F	%T	.M-F	
1. INTERESTING	33	.	29	.	17	.	55	.	55	**	38	.	39
2. THE DEGREE OF FAMILIARITY WITH A GROUP IS TESTED	8	.	17	*	14	.	31	.	29	.	16	.	19
3. I DO NOT LIKE IT	3	.	2	.	3	.	1	.	2	.	4	.	2
4. IT GIVES GREATER INSIGHT INTO MYSELF	2	.	4	.	1	.	1	.	2	.	0	.	2
5. IT SERVES NO PURPOSE	2	.	2	.	4	.	1	.	1	.	0	.	1
6. IT IS IMPOSSIBLE TO GENERALIZE	2	.	18	.	23	.	2	.	0	.	0	.	7
7. IT IS A WASTE OF TIME	4	.	0	.	4	.	1	.	0	.	0	.	1
8. ADJECTIVES AND CONCEPTS WERE DIFFICULT TO RATE	20	.	26	.	17	.	6	.	9	.	4	.	14
9. NO CONTACT WITH SOME GROUPS THEREFORE DIFFICULT TO RATE	13	.	37	**	17	.	17	.	12	.	22	.	20

COLUMNS HEADED %T CONTAIN THE FREQUENCY WITH WHICH A CERTAIN RESPONSE OCCURRED -IN %-  
COLUMNS HEADED M-F CONTAIN THE LEVEL OF SIGNIFICANT DIFFERENCES BETWEEN MALES AND FEMALES

WHERE \* EQUALS .05 LEVEL  
\*\* EQUALS .01 LEVEL  
\*\*\* EQUALS .001 LEVEL

TABLE NO 4 DIFFERENCES BETWEEN THE GROUPS AS REGARDS THEIR COMMENTS ON THE TEST

	AFRIKAANS SUBJECTS VS.					ENGLISH SUBJECTS VS.				JEWISH SUBJECTS VS.			INDIAN SUBJECTS VS.		COLOURED SUBJECTS VS.
	ENG.	JEW.	IND.	COL.	AFC.	JEW.	IND.	COL.	AFC.	IND.	COL.	AFC.	COL.	AFC.	AFC.
1. INTERESTING		*AK	***IN	***CO			***IN	***CO		***IN	***CO	*AC		*IN	*CO
2. DEGREE OF FAMILIARITY WITH A GROUP	*EN		***IN	***CO	*AC		*IN	*CO		*IN	*CO			*IN	*CO
3. I DO NOT LIKE IT															
4. IT GIVES GREATER INSIGHT INTO MYSELF															
5. IT SERVES NO PURPOSE															
6. IT IS IMPOSSIBLE TO GENERALIZE	***EN	***JE				***EN	***EN	***EN	***EN	***JE	***JE	***JE			
7. IT IS A WASTE OF TIME	*AK					*JE									
8. ADJECTIVES & CONCEPTS DIFFICULT TO RATE			***AK	*AK	***AK		***EN	*EN	***EN	*JE		***JE			
9. NO CONTACT WITH SOME GROUPS	***EN				*AC	*EN	***EN	***EN	*EN						

ABREVIATIONS INDICATE THE GROUP WITH THE HIGHER PERCENTAGE ON THE RESPONSE  
 FOR ABREVIATIONS SEE PAGE

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 5 THE EVALUATION OF THE ADJECTIVES AS BEING POSITIVE DESCRIPTIONS OF A PERSON

	AFRIKAANS SUBJECTS			ENGLISH SUBJECTS			JEWISH SUBJECTS			INDIAN SUBJECTS			COLOURED SUBJECTS			AFRICAN SUBJECTS			GRAND TOTAL		
	M-F	%T	%-50%	M-F	%T	%-50%	M-F	%T	%-50%	M-F	%T	%-50%	M-F	%T	%-50%	M-F	%T	%-50%	%T	%-50%	
ACTIVE		96	***		99	***		96	***		98	***		99	***		90	***		97	***
HUMOROUS		97	***		94	***		96	***		99	***		99	***		93	***		96	***
*SUCCESSFUL		94	***		96	***		98	***		97	***		95	***		93	***		96	***
*THOUGHTFUL		88	***		87	***		84	***		89	***		95	***		88	***		89	***
EFFICIENT		96	***		93	***		93	***		97	***		96	***		95	***		95	***
*SINCERE		96	***		94	***		91	***		92	***		90	***		90	***		93	***
SIMPLE		65	*		64	*		44			87	***		64			84	***		71	***
WISE		94	***		77	***		82	***		90	***		88	***		83	***		86	***
*WARM	*	95	***		85	***		93	***		93	***		89	***		90	***		91	***
*HAPPY		88	***		94	***		91	***		92	***		88	***		90	***		91	***
*CALM		67	*		48			31			69	*		70	*		67			61	*
*OPEN		83	***		63			73			74	***		49			67			70	***
*PROGRESSIVE		91	***		75	***		76	*		90	***		74	*		84	***		83	***
*FAMILIAR	*	89	***		76	***		80	*		86	***		73	*		88	***		82	***
FAST		91	***		87	***		82	**		86	***		86	***		81	***		86	***
CAREFUL	*	85	***		81	***		89	***		86	***		77	**		83	***		83	***
RELAXED		75	***		70	**		71			79	***		74	**		72	*		74	***
*TOUGH		53		**	46			40		*	58	*	**	55			41	*		51	
*BEAUTIFUL		89	***		82	***		87	***		92	***		92	***		88	***		88	***
*PRECISE		93	***		84	***		93	***		88	***		81	***		71	*		86	***

COLUMNS HEADED %-50% CONTAIN THE DEVIATION FROM 50-50 DISTRIBUTION OF PREFERENCES  
 COLUMNS HEADED %T CONTAIN THE FREQUENCY WITH WHICH A CERTAIN RESPONSE OCCURRED -IN %-  
 COLUMNS HEADED M-F CONTAIN THE LEVEL OF SIGNIFICANT DIFFERENCES BETWEEN MALES AND FEMALES

WHERE \* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 7 DIFFERENCES BETWEEN THE GROUPS AS REGARDS POSITIVE-NEGATIVE EVALUATION OF THE ADJECTIVES

	AFRIKAANS SUBJECTS VS.					ENGLISH SUBJECTS VS.				JEWISH SUBJECTS VS.			INDIAN SUBJECTS VS.		COLOURED SUBJECTS VS.	CONTING. TABLE OVER ALL GROUPS
	ENG.	JEW.	IND.	COL.	AFC.	JEW.	IND.	COL.	AFC.	IND.	COL.	AFC.	COL.	AFC.	AFC.	
ACTIVE														*IN	**CO	
HUMOROUS																
SUCCESSFUL																
THOUGHTFUL																
EFFICIENT																
SINCERE																
SIMPLE		*AK	***IN		*AC	*EN	***IN		**AC	***IN		***AC	***IN		*AC	***
WISE	***AK				*AK		**IN									**
WARM	*AK															
HAPPY																
CALM	**AK	***AK					**IN	*CO	*AC	***IN	***CO	***AC				***
OPEN	***AK			***AK	*AK						*JE		***IN			***
PROGRESSIVE	**AK	*AK		**AK			**IN			*IN			**IN			***
FAMILIAR	*AK			**AK									*IN			*
FAST																
CAREFUL																
RELAXED																
TOUGH														*IN		
BEAUTIFUL							*IN									
PRECISE				*AK	***AK						**JE		**IN			**

ABBREVIATIONS INDICATE THE GROUP WITH THE HIGHER PERCENTAGE ON THE RESPONSE FOR ABBREVIATIONS SEE PAGE

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 8 ROTATED FACTOR-MATRIX OF THE ADJECTIVES FOR THE AFRIKAANS GROUP

	FIRST FACTOR	SECOND FACTOR	THIRD FACTOR	2
				H
ACTIVE	0.70	0.08	0.08	0.50
HUMOROUS	0.12	0.63	0.07	0.42
SUCCESSFUL	0.73	0.02	0.21	0.58
THOUGHTFUL	0.45	0.08	0.52	0.48
EFFICIENT	0.67	0.03	0.19	0.49
SINCERE	0.14	0.53	0.35	0.42
SIMPLE	-0.37	0.17	0.04	0.17
WISE	0.56	0.20	0.44	0.55
WARM	0.09	0.65	0.04	0.43
HAPPY	-0.02	0.63	0.18	0.43
CALM	0.03	0.02	0.42	0.18
OPEN	0.12	0.60	-0.18	0.41
PROGRESSIVE	0.69	0.19	0.05	0.51
FAMILIAR	0.34	0.22	-0.03	0.16
FAST	0.68	0.09	0.05	0.47
CAREFUL	0.60	-0.09	0.48	0.60
RELAXED	-0.24	0.42	0.10	0.24
TOUGH	-0.04	-0.16	-0.25	0.09
BEAUTIFUL	0.40	0.36	0.29	0.37
PRECISE	0.68	0.04	0.42	0.64
Variance	21%	12%	8%	41%

TABLE NO 9 ROTATED FACTOR-MATRIX OF THE ADJECTIVES FOR THE ENGLISH GROUP

	FIRST FACTOR	SECOND FACTOR	THIRD FACTOR	2 H
ACTIVE	0.62	0.04	0.04	0.39
HUMOROUS	0.06	0.66	0.00	0.44
SUCCESSFUL	0.62	-0.07	0.29	0.47
THOUGHTFUL	0.22	0.17	0.59	0.43
EFFICIENT	0.59	-0.14	0.36	0.50
SINCERE	-0.03	0.42	0.49	0.42
SIMPLE	-0.47	0.20	-0.15	0.28
WISE	0.40	0.07	0.47	0.39
WARM	-0.07	0.75	0.11	0.58
HAPPY	0.04	0.64	0.14	0.43
CALM	-0.02	-0.09	0.42	0.18
OPEN	0.09	0.55	-0.29	0.39
PROGRESSIVE	0.48	0.19	-0.10	0.28
FAMILIAR	0.09	0.63	0.03	0.41
FAST	0.62	0.11	-0.05	0.40
CAREFUL	0.36	-0.27	0.60	0.56
RELAXED	-0.20	0.57	0.06	0.37
TOUGH	0.09	-0.20	-0.29	0.13
BEAUTIFUL	0.22	0.21	0.39	0.24
PRECISE	0.51	-0.17	0.44	0.48
Variance	13%	15%	11%	39%

TABLE NO 10 ROTATED FACTOR-MATRIX OF THE ADJECTIVES FOR THE JEWISH GROUP

	FIRST FACTOR	SECOND FACTOR	THIRD FACTOR	1	2	H
ACTIVE	-0.02	0.51	0.40		0.42	
HUMOROUS	0.57	-0.12	0.46		0.55	
SUCCESSFUL	0.05	0.67	0.02		0.45	
THOUGHTFUL	0.51	0.28	-0.21		0.38	
EFFICIENT	0.02	0.66	-0.07		0.44	
SINCERE	0.65	0.00	-0.02		0.42	
SIMPLE	0.14	-0.43	-0.11		0.22	
WISE	0.25	0.51	-0.11		0.33	
WARM	0.68	-0.27	0.39		0.69	
HAPPY	0.49	0.01	0.19		0.28	
CALM	0.16	0.06	-0.41		0.20	
OPEN	0.20	-0.11	0.65		0.47	
PROGRESSIVE	0.16	0.18	0.58		0.39	
FAMILIAR	0.50	-0.06	0.49		0.49	
FAST	-0.05	0.48	0.49		0.47	
CAREFUL	0.10	0.58	-0.37		0.48	
RELAXED	0.50	-0.31	0.04		0.35	
TOUGH	-0.48	0.01	0.06		0.23	
BEAUTIFUL	0.43	0.18	0.00		0.22	
PRECISE	-0.10	0.57	0.01		0.34	
Variance	14%	14%	11%		39%	

TABLE NO 11 ROTATED FACTOR-MATRIX OF THE ADJECTIVES FOR THE INDIAN GROUP

	FIRST FACTOR	SECOND FACTOR	THIRD FACTOR	I	2	H
ACTIVE	0.20	0.13	0.50		0.31	
HUMOROUS	0.05	0.64	0.17		0.44	
SUCCESSFUL	0.62	-0.02	0.24		0.44	
THOUGHTFUL	0.61	0.26	-0.01		0.44	
EFFICIENT	0.58	0.02	0.23		0.39	
SINCERE	0.48	0.39	-0.01		0.38	
SIMPLE	-0.02	0.35	-0.21		0.17	
WISE	0.72	0.05	0.12		0.54	
WARM	0.12	0.69	-0.06		0.49	
HAPPY	0.11	0.40	0.26		0.24	
CALM	0.41	0.00	-0.05		0.17	
OPEN	-0.21	0.52	0.31		0.41	
PROGRESSIVE	0.34	0.26	0.45		0.39	
FAMILIAR	0.02	0.61	0.07		0.38	
FAST	0.25	0.13	0.57		0.40	
CAREFUL	0.73	-0.08	0.05		0.54	
RELAXED	0.12	0.43	0.08		0.21	
TOUGH	-0.21	-0.12	0.33		0.17	
BEAUTIFUL	0.39	0.33	-0.04		0.26	
PRECISE	0.61	0.10	0.24		0.44	
Variance	17%	12%	7%		36%	

TABLE NO 12 ROTATED FACTOR-MATRIX OF THE ADJECTIVES FOR THE COLOURED GROUP

	FIRST FACTOR	SECOND FACTOR	THIRD FACTOR	2 H
ACTIVE	0.32	0.13	0.49	0.36
HUMOROUS	0.11	0.61	0.10	0.39
SUCCESSFUL	0.50	0.01	0.26	0.32
THOUGHTFUL	0.49	0.21	0.09	0.29
EFFICIENT	0.47	0.03	0.18	0.25
SINCERE	0.31	0.49	-0.06	0.34
SIMPLE	-0.21	0.11	-0.26	0.12
WISE	0.57	0.10	0.13	0.35
WARM	0.10	0.65	-0.04	0.43
HAPPY	0.12	0.44	0.11	0.22
CALM	0.29	0.18	-0.09	0.12
OPEN	-0.16	0.53	0.28	0.38
PROGRESSIVE	0.20	0.18	0.32	0.17
FAMILIAR	0.14	0.63	-0.04	0.42
FAST	0.35	0.15	0.55	0.45
CAREFUL	0.52	-0.05	0.09	0.28
RELAXED	0.04	0.43	-0.14	0.21
TOUGH	-0.01	-0.11	0.36	0.14
BEAUTIFUL	0.44	0.26	0.07	0.27
PRECISE	0.51	0.18	0.21	0.34
Variance	12%	12%	5%	29%

TABLE NO 13 ROTATED FACTOR-MATRIX OF THE ADJECTIVES FOR THE AFRICAN GROUP

	FIRST FACTOR	SECOND FACTOR	THIRD FACTOR	H <sup>2</sup>
ACTIVE	0.52	-0.12	0.39	0.44
HUMOROUS	0.20	0.49	0.21	0.32
SUCCESSFUL	0.53	-0.15	0.24	0.36
THOUGHTFUL	0.69	0.01	-0.06	0.48
EFFICIENT	0.61	-0.01	0.06	0.38
SINCERE	0.38	0.40	-0.05	0.31
SIMPLE	-0.12	0.50	0.05	0.27
WISE	0.70	0.09	-0.07	0.50
WARM	0.19	0.52	0.18	0.34
HAPPY	0.15	0.14	0.31	0.14
CALM	0.10	-0.01	-0.41	0.18
OPEN	-0.07	0.23	0.51	0.32
PROGRESSIVE	0.47	0.01	0.36	0.35
FAMILIAR	0.02	0.64	0.19	0.45
FAST	0.38	-0.06	0.40	0.31
CAREFUL	0.69	-0.02	-0.13	0.49
RELAXED	-0.11	0.42	0.04	0.19
TOUGH	0.10	-0.36	0.17	0.17
BEAUTIFUL	0.27	0.35	-0.17	0.22
PRECISE	0.42	0.14	0.09	0.20
Variance	16%	10%	6%	32%

TABLE NO 17

## CONCEPTS WHICH WERE SEEN AS BEING DIFFICULT TO RATE

PERCENTAGES OF TOTAL GROUP AND SIGNIFICANT DIFFERENCES BETWEEN MALE AND FEMALE SUBJECTS IN EACH GROUP

	AFRIKAANS SUBJECTS		ENGLISH SUBJECTS		JEWISH SUBJECTS		INDIAN SUBJECTS		COLOURED SUBJECTS		AFRICAN SUBJECTS		GRAND TOTAL %
	%T	M-F	%T	M-F	%T	M-F	%T	M-F	%T	M-F	%T	M-F	
THE AMERICANS	1	.	5	.	4	.	0	.	1	.	1	.	2
THE ENGLISH	1	.	2	.	1	.	1	.	1	.	0	.	1
THE AFRICANS	0	.	1	.	1	.	1	.	4	.	0	.	1
THE GERMANS	1	.	11	.	12	.	9	.	16	.	11	.	9
THE INDIANS	8	*	26	*	13	.	1	.	11	.	2	.	10
THE JEWS	5	.	5	.	0	.	11	.	12	.	10	*	7
THE COLOURED	0	.	9	.	3	.	0	.	0	.	0	.	2
THE AFRIKANERS	0	.	1	.	3	.	1	.	1	.	2	.	1
THE RUSSIANS	7	**	28	.	20	.	9	.	18	.	11	.	15

COLUMNS HEADED %T CONTAIN THE FREQUENCY WITH WHICH A CERTAIN RESPONSE OCCURRED - IN % -  
 COLUMNS HEADED M-F CONTAIN THE LEVEL OF SIGNIFICANT DIFFERENCES BETWEEN MALES AND FEMALES

WHERE \* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 20 COMPARISON OF THE CONCEPTS INSIDE THE AFRIKAANS GROUP

THE AMERICANS COMPARED WITH

	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	COLOUREDS	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM	*** AM	*** GE	*** AM	*** AM	*** AM		*** RU	*** AM
HUMOROUS	** AM	*** AM	* GE	*** AM	*** AM	* CO	*** AK	*** AM	*** ME
SUCCESSFUL	*** AM	*** AM		*** AM		*** AM	** AM		*** AM
THOUGHTFUL	*** EN	*** AM	*** GE	* AM	*** JE	*** AM	*** AK		*** ME
EFFICIENT	*** AM	*** AM	*** GE	*** AM	*** AM	*** AM	** AM		*** AM
SINCERE		*** AM	*** GE	*** AM	*** AM	*** AM	*** AK	*** AM	*** ME
SIMPLE		*** AC	* AM	*** IN	* AM	*** OO	*** AK	*** AM	* ME
WISE	*** AM	*** AM	*** GE	*** AM	** AM	*** AM	* AK	*** AM	*** AM
WARM	*** AM	*** AM		*** AM	*** AM	*** AM	*** AK	*** AM	** ME
HAPPY	*** AM	*** AM	* AM	*** AM	*** AM		*** AK	*** AM	
CALM	*** EN	** AM		*** IN	** JE		*** AK	* RU	*** ME
OPEN	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM
PROGRESSIVE	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM
FAMILIAR	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM
FAST	*** AM	*** AM		*** AM	*** AM	*** AM	* AM		*** AM
CAREFUL		*** AM	*** GE	*** AM	** JE	*** AM	*** AK	*** RU	* ME
RELAXED		* AC	*** AM	** AM	* AM			*** AM	* AM
TOUGH	*** AM	*** AC	** GE		** AM	** CO		*** RU	*** AM
BEAUTIFUL	*** AM	*** AM	*** GE	** AM	*** AM	*** AM	*** AK	*** AM	*** AM
PRECISE	*** AM	*** AM	*** GE	*** AM	* AM	*** AM		** RU	** AM

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 21 COMPARISON OF THE CONCEPTS INSIDE THE AFRIKAANS GROUP

THE ENGLISH COMPARED WITH

	AMERICANS	AFRICANS	GERMANS	INDIANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM	*** EN	*** GE	** EN	** JE	*** EN	*** AK	*** RU	*** ME
HUMOROUS	** AM	* EN	** GE	*** EN	* EN	*** CO	*** AK	*** EN	*** ME
SUCCESSFUL	*** AM	*** EN	*** GE	*** EN	*** JE	*** EN	*** AK	*** RU	
THOUGHTFUL	*** EN	*** EN	*** GE	*** EN		*** EN	*** AK	*** EN	
EFFICIENT	*** AM	*** EN	*** GE	*** EN	*** JE	*** EN	*** AK	*** RU	** EN
SINCERE		*** EN	*** GE	*** EN	*** EN	*** EN	*** AK	*** EN	*** ME
SIMPLE		*** AC		*** IN	* EN	*** CO	*** AK	*** EN	
WISE	*** AM	*** EN	*** GE	*** EN		*** EN	*** AK		
WARM	*** AM		*** GE			** CO	*** AK	*** EN	*** ME
HAPPY	*** AM		** GE			* CO	*** AK	*** EN	*** ME
CALM	*** EN	*** EN	*** EN		** EN	*** EN		*** EN	
OPEN	*** AM	** EN		* EN		** CO	*** AK	*** EN	
PROGRESSIVE	*** AM	*** EN	*** GE		*** JE	*** EN	*** AK	*** RU	*** ME
FAMILIAR	*** AM	*** EN	*** GE	*** EN		*** EN	*** AK		*** EN
FAST	*** AM	*** EN	*** GE	** EN		*** EN	*** AK	*** RU	*** ME
CAREFUL		*** EN	*** GE	*** EN		*** EN	*** AK	*** RU	
RELAXED		*** AC	* EN			*** CO		*** EN	
TOUGH	*** AM	*** AC	*** GE	*** IN	*** JE	*** CO	*** AK	*** RU	
BEAUTIFUL	*** AM	*** EN	*** GE		** EN	*** EN	*** AK	*** EN	
PRECISE	*** AM	*** EN	*** GE	*** EN		*** EN	*** AK	*** RU	

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 22 COMPARISON OF THE CONCEPTS INSIDE THE AFRIKAANS GROUP

THE AFRICANS COMPARED WITH

	AMERICANS	ENGLISH	GERMANS	INDIANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM	*** EN	*** GE	*** IN	*** JE	* CO	*** AK	*** RU	*** ME
HUMOROUS	*** AM	* EN	*** GE			*** CO	*** AK	*** AC	*** ME
SUCCESSFUL	*** AM	*** EN	*** GE	*** IN	*** JE		*** AK	*** RU	*** ME
THOUGHTFUL	*** AM	*** EN	*** GE	*** IN	*** JE		*** AK	*** RU	*** ME
EFFICIENT	*** AM	*** EN	*** GE	*** IN	*** JE		*** AK	*** RU	*** ME
SINCERE	*** AM	*** EN	*** GE			** CO	*** AK	*** AC	*** ME
SIMPLE	*** AC	*** AC	*** AC	*** AC	*** AC		*** AC	*** AC	*** AC
WISE	*** AM	*** EN	*** GE	*** IN	*** JE		*** AK	*** RU	*** ME
WARM	*** AM		*** GE			*** CO	*** AK	*** AC	*** ME
HAPPY	*** AM		** GE			** CO	*** AK	*** AC	*** ME
CALM	** AM	*** EN	*** GE	*** IN	*** JE	** CO	*** AK	*** RU	*** ME
OPEN	*** AM	** EN	*** GE		* JE	*** CO	*** AK	*** AC	** ME
PROGRESSIVE	*** AM	*** EN	*** GE	*** IN	*** JE	*** CO	*** AK	*** RU	*** ME
FAMILIAR	*** AM	*** EN	*** GE	** AC	*** JE		*** AK	*** RU	
FAST	*** AM	*** EN	*** GE	*** IN	*** JE	*** CO	*** AK	*** RU	*** ME
CAREFUL	*** AM	*** EN	*** GE	*** IN	*** JE	* CO	*** AK	*** RU	*** ME
RELAXED	* AC	*** AC	*** AC	*** AC	*** AC		*** AC	*** AC	*** AC
TOUGH	*** AC	*** AC	*** AC	*** AC	*** AC	*** AC	*** AC	*** AC	*** AC
BEAUTIFUL	*** AM	*** EN	*** GE	*** IN	*** JE	*** CO	*** AK	*** RU	*** ME
PRECISE	*** AM	*** EN	*** GE	*** IN	*** JE	*** CO	*** AK	*** RU	*** ME

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 23 COMPARISON OF THE CONCEPTS INSIDE THE AFRIKAANS GROUP

THE GERMANS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	INDIANS	JEWS	COLOJREDS	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** GE	** GE	*** GE	*** GE	*** GE	*** GE	*** GE		*** GE
HUMOROUS	* GE	** GE	*** GE	*** GE	*** GE		** AK	*** GE	
SUCCESSFUL		*** GE	*** GE	*** GE		*** GE	*** GE		*** GE
THOUGHTFUL	*** GE	*** GE	*** GE	*** GE	*** GE	*** GE		*** GE	*** GE
EFFICIENT	*** GE	*** GE	*** GE	*** GE	*** GE	*** GE	*** GE	** GE	*** GE
SINCERE	*** GE	*** GE	*** GE	*** GE	*** GE	*** GE	*** AK	*** GE	*** ME
SIMPLE	* AM		*** AC	*** IN		*** CO	*** AK		*** ME
WISE	*** GE	*** GE	*** GE	*** GE	*** GE	*** GE	* GE	*** GE	*** GE
WARM		*** GE	*** GE	*** GE	*** GE	** GE	*** AK	*** GE	** ME
HAPPY	* AM	** GE	** GE	*** GE	* GE		*** AK	*** GE	** ME
CALM		*** EN	*** GE	** IN			*** AK		*** ME
OPEN	*** AM		*** GE	** GE		** CO	*** AK	*** GE	
PROGRESSIVE	*** AM	*** GE	*** GE	*** GE		*** GE			*** GE
FAMILIAR	*** AM	*** GE	*** GE	*** GE	** GE	*** GE			*** GE
FAST		*** GE	*** GE	*** GE	*** GE	*** GE	** GE		*** GE
CAREFUL	*** GE	*** GE	*** GE	*** GE	*** GE	*** GE	*** GE		*** GE
RELAXED	*** AM	* EN	*** AC	* IN		*** CO	*** AK	*** GE	
TOUGH	** GE	*** GE	*** AC	*** GE	*** GE		*** GE	*** RU	*** GE
BEAUTIFUL	*** GE	*** GE	*** GE	*** GE	*** GE	*** GE	** AK	*** GE	*** GE
PRECISE	*** GE	*** GE	*** GE	*** GE	*** GE	*** GE	*** GE	** GE	*** GE

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 24 COMPARISON OF THE CONCEPTS INSIDE THE AFRIKAANS GROUP

THE INDIANS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM	** EN	*** IN	*** GE	*** JE	** IN	*** AK	*** RU	*** ME
HUMOROUS	*** AM	*** EN		*** GE	** JE	*** CO	*** AK	*** IN	*** ME
SUCCESSFUL	*** AM	*** EN	*** IN	*** GE	*** JE	*** IN	*** AK	*** RU	
THOUGHTFUL	* AM	*** EN	*** IN	*** GE	*** JE	*** IN	*** AK		*** ME
EFFICIENT	*** AM	*** EN	*** IN	*** GE	*** JE	*** IN	*** AK	*** RU	** ME
SINCERE	*** AM	*** EN		*** GE	* JE	*** CO	*** AK	*** IN	*** ME
SIMPLE	*** IN	*** IN	*** AC	*** IN	*** IN	*** CO		*** IN	
WISE	*** AM	*** EN	*** IN	*** GE	*** JE	*** IN	*** AK	*** RU	*** ME
WARM	*** AM			*** GE		*** CO	*** AK	*** IN	*** ME
HAPPY	*** AM			*** GE		*** CO	*** AK	*** IN	*** ME
CALM	*** IN		*** IN	** IN	* IN	*** IN		* IN	
OPEN	*** AM	* EN		** GE	* JE	*** CO	*** AK	*** IN	*** ME
PROGRESSIVE	*** AM		*** IN	*** GE	*** JE	*** IN	*** AK	*** RU	*** ME
FAMILIAR	*** AM	*** EN	** AC	*** GE	*** JE	** CO	*** AK	*** RU	
FAST	*** AM	** EN	*** IN	*** GE	*** JE		*** AK	*** RU	*** ME
CAREFUL	*** AM	*** EN	*** IN	*** GE	*** JE	*** IN	*** AK	*** RU	*** ME
RELAXED	** AM		*** AC	* IN		*** CO	** AK	*** IN	
TOUGH		*** IN	*** AC	*** GE	*** IN	** CO		*** RU	*** IN
BEAUTIFUL	** AM		*** IN	*** GE	* IN	*** IN	*** AK	*** IN	* IN
PRECISE	*** AM	*** EN	*** IN	*** GE	*** JE	*** IN	*** AK	*** RU	*** ME

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 25 COMPARISON OF THE CONCEPTS INSIDE THE AFRIKAANS GROUP

THE JEWS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	COLOUREDS	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM	** JE	*** JE	*** GE	*** JE	*** JE	*** AK	*** RU	
HUMOROUS	*** AM	* EN		*** GE	** JE	*** CO	*** AK	*** JE	*** ME
SUCCESSFUL		*** JE	*** JE		*** JE	*** JE			*** JE
THOUGHTFUL	*** JE		*** JE	*** GE	*** JE	*** JE	*** AK	*** JE	
EFFICIENT	*** AM	*** JE	*** JE	*** GE	*** JE	*** JE		*** RU	*** JE
SINCERE	*** AM	*** EN		*** GE	* JE		*** AK	*** JE	*** ME
SIMPLE	* AM	* EN	*** AC		*** IN	*** CO	*** AK	** JE	*** ME
WISE	** AM		*** JE	*** GE	*** JE	*** JE	*** AK	* JE	* JE
WARM	*** AM			*** GE		*** CO	*** AK	*** JE	*** ME
HAPPY	*** AM			** GE		** CO	*** AK	*** JE	*** ME
CALM	** JE	** EN	*** JE		* IN	* JE	*** AK		** ME
OPEN	*** AM		* JE		* JE	*** CO	*** AK	*** JE	
PROGRESSIVE	*** AM	*** JE	*** JE		*** JE	*** JE	** AK		* JE
FAMILIAR	*** AM		*** JE	** GE	*** JE	*** JE	*** AK		*** JE
FAST	*** AM		*** JE	*** GE	*** JE	*** JE	*** AK	*** RU	
CAREFUL	** JE		*** JE	*** GE	*** JE	*** JE	* AK	*** RU	
RELAXED	* AM		*** AC			*** CO	* AK	*** JE	
TOUGH	** AM	*** JE	*** AC	*** GE	*** IN	*** CO		*** RU	
BEAUTIFUL	*** AM	** EN	*** JE	*** GE	* IN	*** JE	*** AK	** JE	
PRECISE	* AM		*** JE	*** GE	*** JE	*** JE	* AK	** RU	

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 26 COMPARISON OF THE CONCEPTS INSIDE THE AFRIKAANS GROUP

THE COLOURED COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM	*** EN	* CO	*** GE	** IN	*** JE	*** AK	*** RU	*** ME
HUMOROUS	* CO	*** CO	*** CO		*** CO	*** CO		*** CO	
SUCCESSFUL	*** AM	*** EN		*** GE	*** IN	*** JE	*** AK	*** RU	*** ME
THOUGHTFUL	*** AM	*** EN		*** GE	*** IN	*** JE	*** AK	*** RU	*** ME
EFFICIENT	*** AM	*** EN		*** GE	*** IN	*** JE	*** AK	*** RU	*** ME
SINCERE	*** AM	*** EN	** CO	*** GE	*** CO		*** AK	*** CO	*** ME
SIMPLE	*** CO	*** CO		*** CO	*** CO	*** CO	*** CO	*** CO	*** CO
WISE	*** AM	*** EN		*** GE	*** IN	*** JE	*** AK	*** RU	*** ME
WARM	*** AM	** CO	*** CO	** GE	*** CO	*** CO	*** AK	*** CO	*** ME
HAPPY		* CO	** CO		*** CO	** CO	*** AK	*** CO	** ME
CALM		*** EN	** CO		*** IN	* JE	*** AK		*** ME
OPEN	*** AM	** CO	*** CO	** CO	*** CO	*** CO		*** CO	* CO
PROGRESSIVE	*** AM	*** EN	*** CO	*** GE	*** IN	*** JE	*** AK	*** RU	*** ME
FAMILIAR	*** AM	*** EN		*** GE	** CO	*** JE	*** AK	*** RU	
FAST	*** AM	*** EN	*** CO	*** GE		*** JE	*** AK	*** RU	*** ME
CAREFUL	*** AM	*** EN	* CO	*** GE	*** IN	*** JE	*** AK	*** RU	*** ME
RELAXED		*** CO		*** CO	*** CO	*** CO	* CO	*** CO	*** CO
TOUGH	** CO	*** CO	*** AC		** CO	*** CO	*** CO	*** RU	*** CO
BEAUTIFUL	*** AM	*** EN	*** CO	*** GE	*** IN	*** JE	*** AK		*** ME
PRECISE	*** AM	*** EN	*** CO	*** GE	*** IN	*** JE	*** AK	*** RU	*** ME

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 27 COMPARISON OF THE CONCEPTS INSIDE THE AFRIKAANS GROUP

THE AFRIKANERS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	COLOUREDS	RUSSIANS	ME
ACTIVE		*** AK	*** AK	*** GE	*** AK	*** AK	*** AK	*** RU	*** AK
HUMOROUS	*** AK	*** AK	*** AK	** AK	*** AK	*** AK		*** AK	
SUCCESSFUL	** AM	*** AK	*** AK	*** GE	*** AK		*** AK	*** RU	*** AK
THOUGHTFUL	*** AK	*** AK	*** AK		*** AK	*** AK	*** AK	*** AK	*** AK
EFFICIENT	** AM	*** AK	*** AK	*** GE	*** AK		*** AK	*** RU	*** AK
SINCERE	*** AK	*** AK	*** AK	*** AK	*** AK	*** AK	*** AK	*** AK	
SIMPLE	*** AK	*** AK	*** AC	*** AK	*** AK	*** AK	*** CO	*** AK	*** AK
WISE	* AK	*** AK	*** AK	* GE	*** AK	*** AK	*** AK	*** AK	*** AK
WARM	*** AK	*** AK	*** AK	*** AK	*** AK	*** AK	*** AK	*** AK	* AK
HAPPY	*** AK	*** AK	*** AK	*** AK	*** AK	*** AK	*** AK	*** AK	* AK
CALM	*** AK		*** AK	*** AK	*** AK	*** AK	*** AK	** AK	
OPEN	*** AM	*** AK	*** AK	*** AK	*** AK	*** AK		*** AK	*** AK
PROGRESSIVE	*** AM	*** AK	*** AK		*** AK	** AK	*** AK		*** AK
FAMILIAR	*** AM	*** AK	*** AK		*** AK	*** AK	*** AK		*** AK
FAST	* AM	*** AK	*** AK	** GE	*** AK	*** AK	*** AK	* RU	*** AK
CAREFUL	*** AK	*** AK	*** AK	*** GE	*** AK	* AK	*** AK	** RU	*** AK
RELAXED			*** AC	*** AK	** AK	* AK	* CO	*** AK	* AK
TOUGH		*** AK	*** AC	*** GE			*** CO	*** RU	*** AK
BEAUTIFUL	*** AK	*** AK	*** AK	* AK	*** AK	*** AK	*** AK	*** AK	*** AK
PRECISE		*** AK	*** AK	*** GE	*** AK	* AK	*** AK		*** AK

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 28 COMPARISON OF THE CONCEPTS INSIDE THE AFRIKAANS GROUP

THE RUSSIANS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	COLOURED	AFRIKANERS	ME
ACTIVE	*** RU	*** RU	*** RU		*** RU	*** RU	*** RU	*** RU	*** RU
HUMOROUS	*** AM	*** EN	*** AC	*** GE	*** IN	*** JE	*** CO	*** AK	*** ME
SUCCESSFUL		*** RU	*** RU		*** RU		*** RU	*** RU	*** RU
THOUGHTFUL		*** EN	*** RU	*** GE		*** JE	*** RU	*** AK	** ME
EFFICIENT		*** RU	*** RU	** GE	*** RU	*** RU	*** RU	*** RU	*** RU
SINCERE	*** AM	*** EN	*** AC	*** GE	*** IN	*** JE	*** CO	*** AK	*** ME
SIMPLE	*** AM	*** EN	*** AC		*** IN	** JE	*** CO	*** AK	*** ME
WISE	*** AM		*** RU	*** GE	*** RU	* JE	*** RU	*** AK	
WARM	*** AM	*** EN	*** AC	*** GE	*** IN	*** JE	*** CO	*** AK	*** ME
HAPPY	*** AM	*** EN	*** AC	*** GE	*** IN	*** JE	*** CO	*** AK	*** ME
CALM	* RU	*** EN	*** RU		* IN			** AK	** ME
OPEN	*** AM	*** EN	*** AC	*** GE	*** IN	*** JE	*** CO	*** AK	*** ME
PROGRESSIVE	*** AM	*** RU	*** RU		*** RU		*** RU		** RU
FAMILIAR	*** AM		*** RU		*** RU		*** RU		*** RU
FAST		*** RU	*** RU		*** RU	*** RU	*** RU	* RU	*** RU
CAREFUL	*** RU	*** RU	*** RU		*** RU	*** RU	*** RU	** RU	*** RU
RELAXED	*** AM	*** EN	*** AC	*** GE	*** IN	*** JE	*** CO	*** AK	*** ME
TOUGH	*** RU	*** RU	*** AC	*** RU	*** RU	*** RU	*** RU	*** RU	*** RU
BEAUTIFUL	*** AM	*** EN	*** RU	*** GE	*** IN	** JE		*** AK	*** ME
PRECISE	** RU	*** RU	*** RU	** GE	*** RU	** RU	*** RU		*** RU

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 29 COMPARISON OF THE CONCEPTS INSIDE THE AFRIKAANS GROUP

ME COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS
ACTIVE	*** AM	*** ME	*** ME	*** GE	*** ME		*** ME	*** AK	*** RU
HUMOROUS	*** ME	*** ME	*** ME		*** ME	*** ME			*** ME
SUCCESSFUL	*** AM		*** ME	*** GE		*** JE	*** ME	*** AK	*** RU
THOUGHTFUL	*** ME		*** ME	*** GE	*** ME		*** ME	*** AK	** ME
EFFICIENT	*** AM	** EN	*** ME	*** GE	** ME	*** JE	*** ME	*** AK	*** RU
SINCERE	*** ME	*** ME	*** ME	*** ME	*** ME	*** ME	*** ME		*** ME
SIMPLE	* ME		*** AC	*** ME		*** ME	*** CO	*** AK	*** ME
WISE	*** AM		*** ME	*** GE	*** ME	* JE	*** ME	*** AK	
WARM	** ME	*** ME	*** ME	** ME	*** ME	*** ME	*** ME	* AK	*** ME
HAPPY		*** ME	*** ME	** ME	*** ME	*** ME	** ME	* AK	*** ME
CALM	*** ME		*** ME	*** ME		** ME	*** ME		** ME
OPEN	*** AM		** ME		*** ME		* CO	*** AK	*** ME
PROGRESSIVE	*** AM	*** ME	*** ME	*** GE	*** ME	* JE	*** ME	*** AK	** RU
FAMILIAR	*** AM	*** EN		*** GE		*** JE		*** AK	*** RU
FAST	*** AM	*** ME	*** ME	*** GE	*** ME		*** ME	*** AK	*** RU
CAREFUL	* ME		*** ME	*** GE	*** ME		*** ME	*** AK	*** RU
RELAXED	* AM		*** AC				*** CO	* AK	*** ME
TOUGH	*** AM		*** AC	*** GE	*** IN		*** CO	*** AK	*** RU
BEAUTIFUL	*** AM		*** ME	*** GE	* IN		*** ME	*** AK	*** ME
PRECISE	* AM		*** ME	*** GE	*** ME		*** ME	*** AK	*** RU

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 31 ROTATED FACTOR-MATRIX OF THE CONCEPTS FOR THE AFRIKAANS GROUP

	FIRST FACTOR	SECOND FACTOR	THIRD FACTOR	1	2	1
					H	
THE AMERICANS	0.83	0.11	0.54		0.99	
THE ENGLISH	0.93	-0.19	0.22		0.95	
THE AFRICANS	-0.22	0.94	-0.06		0.94	
THE GERMANS	0.82	-0.02	0.56		0.99	
THE INDIANS	0.59	0.13	0.61		0.74	
THE JEWS	0.76	-0.05	0.62		0.96	
THE COLOURED	0.13	0.91	-0.09		0.85	
THE AFRIKANERS	0.94	0.01	0.24		0.94	
THE RUSSIANS	0.20	-0.33	0.72		0.67	
ME-CONCEPT	0.98	-0.10	0.14		0.99	
Variance	51%	19%	20%		90%	

TABLE NO 32 COMPARISON OF THE CONCEPTS INSIDE THE ENGLISH GROUP

THE AMERICANS COMPARED WITH

	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM	*** AM	* AM	*** AM	*** AM	*** AM	*** AM		*** AM
HUMOROUS			*** AM	*** AM	*** AM	*** CO	*** AM	*** AM	
SUCCESSFUL	*** AM	*** AM	* AM	*** AM	* JE	*** AM	*** AM		*** AM
THOUGHTFUL	*** EN	*** AM	** GE		*** JE	* AM	** AK		*** ME
EFFICIENT	** AM	*** AM	** GE	*** AM		*** AM	*** AM	** RU	*** AM
SINCERE	*** EN			*** AM		* AM	** AK	*** AM	*** ME
SIMPLE		*** AC		*** IN	* AM	*** CO	*** AK		
WISE	*** EN	*** AM	*** GE		*** JE	** AM			* ME
WARM	** AM		*** AM	*** AM	*** AM	* AM		*** AM	
HAPPY			*** AM	*** AM	** AM		* AK	*** AM	*** ME
CALM	*** EN	*** AM	*** GE	*** IN			*** AK	** RU	*** ME
OPEN	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM
PROGRESSIVE	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM
FAMILIAR		*** AM	*** AM	*** AM	*** AM	*** AM	** AM	*** AM	*** AM
FAST	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM
CAREFUL	*** EN	*** AM	*** GE	*** IN	*** JE	*** AM	*** AK	*** RU	** ME
RELAXED			*** AM	* AM	* AM			*** AM	
TOUGH	*** AM	*** AC	** GE	*** AM	*** AM			*** RU	*** AM
BEAUTIFUL	*** EN	*** AM	** GE		** AM	*** AM	** AM	*** AM	* AM
PRECISE	** EN	*** AM	*** GE	* AM	*** JE	*** AM		*** RU	

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 33 COMPARISON OF THE CONCEPTS INSIDE THE ENGLISH GROUP

THE ENGLISH COMPARED WITH

	AMERICANS	AFRICANS	GERMANS	INDIANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM	*** EN	*** GE	** EN	*** JE	*** EN		*** RU	* ME
HUMOROUS			*** EN	*** EN	*** EN	* OO	*** EN	*** EN	
SUCCESSFUL	*** AM	*** EN	** GE	** EN	*** JE	*** EN	* EN	*** RU	*** EN
THOUGHTFUL	*** EN	*** EN	* EN	*** EN		*** EN	** EN	*** EN	
EFFICIENT	** AM	*** EN	*** GE	*** EN	*** JE	*** EN	** EN	*** RU	*** EN
SINCERE	*** EN	*** EN		*** EN	*** EN	*** EN		*** EN	** ME
SIMPLE		*** AC	*** EN	** IN	*** EN	*** CO	*** AK	** EN	
WISE	*** EN	*** EN	* GE	* EN	*** JE	*** EN	** EN		*** EN
WARM	** AM		*** EN	** EN			* AK	*** EN	* ME
HAPPY			*** EN	*** EN			* AK	*** EN	*** ME
CALM	*** EN	*** EN	*** EN	*** EN	*** EN	*** EN	*** EN	*** EN	*** EN
OPEN	*** AM	* AC	* EN	* EN		*** OO	* AK	*** EN	* ME
PROGRESSIVE	*** AM		** GE		*** JE			*** RU	* ME
FAMILIAR		*** EN	*** EN	*** EN	* EN		** EN	*** EN	** EN
FAST	*** AM	*** EN	** GE		*** JE		** EN	** RU	
CAREFUL	*** EN	*** EN	*** GE		*** JE	*** EN		*** RU	** EN
RELAXED		** AC	*** EN	*** EN	** EN	** CO		*** EN	** EN
TOUGH	*** AM	*** AC	*** GE			** CO	*** AK	*** RU	*** EN
BEAUTIFUL	*** EN	*** EN			*** EN	*** EN	*** EN	*** EN	*** EN
PRECISE	** EN	*** EN	*** GE	*** EN	* JE	*** EN		*** RU	

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 34 COMPARISON OF THE CONCEPTS INSIDE THE ENGLISH GROUP

THE AFRICANS COMPARED WITH

	AMERICANS	ENGLISH	GERMANS	INDIANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM	*** EN	*** GE		*** JE		*** AK	*** RU	*** ME
HUMOROUS			*** AC	*** AC	** AC	** CO	*** AC	*** AC	
SUCCESSFUL	*** AM	*** EN	*** GE	*** IN	*** JE		*** AK	*** RU	*** ME
THOUGHTFUL	*** AM	*** EN	*** GE	*** IN	*** JE	** CO	*** AK	*** RU	*** ME
EFFICIENT	*** AM	*** EN	*** GE	*** IN	*** JE	*** CO	*** AK	*** RU	*** ME
SINCERE		*** EN	* GE				*** AK	*** AC	*** ME
SIMPLE	*** AC	*** AC	*** AC	*** AC	*** AC	*** AC	*** AC	*** AC	*** AC
WISE	*** AM	*** EN	*** GE	*** IN	*** JE	** CO	*** AK	*** RU	*** ME
WARM			*** AC	*** AC	** AC			*** AC	
HAPPY			*** AC	** AC			* AK	*** AC	** ME
CALM	*** AM	*** EN	*** GE	*** IN	*** JE	*** CO	*** AK	*** RU	*** ME
OPEN	*** AM	* AC	*** AC	** AC		* CO		*** AC	
PROGRESSIVE	*** AM		** GE		*** JE			*** RU	*** ME
FAMILIAR	*** AM	*** EN	** AC	* AC	* JE	* CO	** AK	*** AC	
FAST	*** AM	*** EN	*** GE	*** IN	*** JE	*** CO	*** AK	*** RU	*** ME
CAREFUL	*** AM	*** EN	*** GE	*** IN	*** JE	** CO	*** AK	*** RU	*** ME
RELAXED		** AC	*** AC	*** AC	*** AC		** AC	*** AC	*** AC
TOUGH	*** AC	*** AC	** AC	*** AC	*** AC	*** AC	** AC		*** AC
BEAUTIFUL	*** AM	*** EN	*** GE	*** IN	*** JE		*** AK		*** ME
PRECISE	*** AM	*** EN	*** GE	*** IN	*** JE	*** CO	*** AK	*** RU	*** ME

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 35 COMPARISON OF THE CONCEPTS INSIDE THE ENGLISH GROUP

THE GERMANS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	INDIANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE	* AM	*** GE	*** GE	*** GE		*** GE	*** GE		*** GE
HUMOROUS	*** AM	*** EN	*** AC		*** JE	*** CO		*** GE	*** ME
SUCCESSFUL	* AM	** GE	*** GE	*** GE	*** JE	*** GE	*** GE	** RU	*** GE
THOUGHTFUL	** GE	* EN	*** GE	** GE		*** GE		*** GE	* ME
EFFICIENT	** GE	*** GE	*** GE	*** GE		*** GE	*** GE		*** GE
SINCERE			* GE	*** GE	* GE	** GE	** AK	*** GE	*** ME
SIMPLE		*** EN	*** AC	*** IN		*** CO	*** AK		** ME
WISE	*** GE	* GE	*** GE	*** GE	** JE	*** GE	*** GE	** GE	*** GE
WARM	*** AM	*** EN	*** AC		* JE	*** CO	*** AK	*** GE	*** ME
HAPPY	*** AM	*** EN	*** AC		** JE	* CO	*** AK	*** GE	*** ME
CALM	*** GE	*** EN	*** GE		*** GE	*** GE		* GE	
OPEN	*** AM	* EN	*** AC		*** JE	*** CO	*** AK	*** GE	** ME
PROGRESSIVE	*** AM	** GE	** GE	** GE	* JE	*** GE	*** GE	* RU	
FAMILIAR	*** AM	*** EN	** AC		*** JE	*** CO	*** AK	*** GE	*** ME
FAST	*** AM	** GE	*** GE	** GE		*** GE	*** GE		
CAREFUL	*** GE	*** GE	*** GE	*** GE		*** GE	*** GE		*** GE
RELAXED	*** AM	*** EN	*** AC	*** IN	** JE	*** CO	*** AK	*** GE	** ME
TOUGH	** GE	*** GE	** AC	*** GE	*** GE	** GE		*** RU	*** GE
BEAUTIFUL	** GE		*** GE		*** GE	*** GE	*** GE	*** GE	*** GE
PRECISE	*** GE	*** GE	*** GE	*** GE	*** GE	*** GE	*** GE	** GE	*** GE

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 36 COMPARISON OF THE CONCEPTS INSIDE THE ENGLISH GROUP

THE INDIANS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM	** EN		*** GE	*** JE		*** AK	*** RU	*** ME
HUMOROUS	*** AM	*** EN	*** AC		* JE	*** CO		*** IN	*** ME
SUCCESSFUL	*** AM	** EN	*** IN	*** GE	*** JE	*** IN		*** RU	
THOUGHTFUL		*** EN	*** IN	** GE	*** JE	** IN	*** AK		*** ME
EFFICIENT	*** AM	*** EN	*** IN	*** GE	*** JE	*** IN		*** RU	
SINCERE	*** AM	*** EN		*** GE	* JE		*** AK	*** IN	*** ME
SIMPLE	*** IN	** IN	*** AC	*** IN	*** IN	*** CO	*** AK	*** IN	** IN
WISE		* EN	*** IN	*** GE	*** JE	*** IN			* ME
WARM	*** AM	** EN	*** AC		* JE	*** CO	*** AK	*** IN	*** ME
HAPPY	*** AM	*** EN	** AC		** JE	** CO	*** AK	*** IN	*** ME
CALM	*** IN	*** EN	*** IN		*** IN	*** IN			
OPEN	*** AM	* EN	** AC		** JE	*** CO	*** AK	*** IN	* ME
PROGRESSIVE	*** AM			** GE	*** JE			*** RU	* ME
FAMILIAR	*** AM	*** EN	* AC		*** JE	*** CO	*** AK	*** IN	*** ME
FAST	*** AM		*** IN	** GE	*** JE		* IN	** RU	
CAREFUL	*** IN		*** IN	*** GE	*** JE	*** IN		*** RU	
RELAXED	* AM	*** EN	*** AC	*** IN		*** CO		*** IN	
TOUGH	*** AM		*** AC	*** GE		* CO	*** AK	*** RU	*** IN
BEAUTIFUL			*** IN		*** IN	*** IN	** IN	*** IN	** IN
PRECISE	* AM	*** EN	*** IN	*** GE	*** JE	*** IN	** AK	*** RU	** ME

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ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 37 COMPARISON OF THE CONCEPTS INSIDE THE ENGLISH GROUP

THE JEWS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM	*** JE	*** JE		*** JE	*** JE	** JE	** RU	** JE
HUMOROUS	*** AM	*** EN	** AC	*** JE	* JE	*** CO	** JE	*** JE	*** ME
SUCCESSFUL	* JE	*** JE	*** JE	*** JE	*** JE	*** JE	*** JE		*** JE
THOUGHTFUL	*** JE		*** JE		*** JE	*** JE		*** JE	
EFFICIENT		*** JE	*** JE		*** JE	*** JE	*** JE		*** JE
SINCERE		*** EN		* GE	* JE		*** AK	*** JE	*** ME
SIMPLE	* AM	*** EN	*** AC		*** IN	*** CO	*** AK		* ME
WISE	*** JE	*** JE	*** JE	** JE	*** JE	*** JE	*** JE	*** JE	*** JE
WARM	*** AM		** AC	* JE	* JE	** CO	*** AK	*** JE	*** ME
HAPPY	** AM			** JE	** JE		*** AK	*** JE	*** ME
CALM		*** EN	*** JE	*** GE	*** IN		*** AK	* RU	*** ME
OPEN	*** AM			*** JE	** JE	*** CO		*** JE	
PROGRESSIVE	*** AM	*** JE	*** JE	* JE	*** JE	*** JE	*** JE		** JE
FAMILIAR	*** AM	* EN	* JE	*** JE	*** JE			*** JE	
FAST	*** AM	*** JE	*** JE		*** JE	** JE	*** JE		* JE
CAREFUL	*** JE	*** JE	*** JE		*** JE	*** JE	*** JE		*** JE
RELAXED	* AM	** EN	*** AC	** JE		*** OO	* AK	*** JE	
TOUGH	*** AM		*** AC	*** GE		** CO	*** AK	*** RU	*** JE
BEAUTIFUL	** AM	*** EN	*** JE	*** GE	*** IN	*** JE		** JE	
PRECISE	*** JE	* JE	*** JE	*** GE	*** JE	*** JE	*** JE		** JE

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 38 COMPARISON OF THE CONCEPTS INSIDE THE ENGLISH GROUP

THE COLOURED COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM	*** EN		*** GE		*** JE	*** AK	*** RU	*** ME
HUMOROUS	*** CO	* CO	** CO	*** CO	*** CO	*** CO	*** CO	*** CO	*** CO
SUCCESSFUL	*** AM	*** EN		*** GE	*** IN	*** JE	*** AK	*** RU	*** ME
THOUGHTFUL	* AM	*** EN	** CO	*** GE	** IN	*** JE	*** AK		*** ME
EFFICIENT	*** AM	*** EN	*** CO	*** GE	*** IN	*** JE	*** AK	*** RU	*** ME
SINCERE	* AM	*** EN		** GE			*** AK	*** CO	*** ME
SIMPLE	*** CO	*** CO	*** AC	*** CO	*** CO	*** CO		*** CO	*** CO
WISE	** AM	*** EN	** CO	*** GE	*** IN	*** JE	*** AK	*** RU	** ME
WARM	* AM			*** CO	*** CO	** CO	* AK	*** CO	
HAPPY				* CO	** CO		* AK	*** CO	*** ME
CALM		*** EN	*** CO	*** GE	*** IN		*** AK	*** RU	*** ME
OPEN	*** AM	*** CO	* CO	*** CO	*** CO	*** CO	*** CO	*** CO	*** CO
PROGRESSIVE	*** AM			*** GE		*** JE		*** RU	*** ME
FAMILIAR	*** AM		* CO	*** CO	*** CO			*** CO	
FAST	*** AM		*** CO	*** GE		** JE		** RU	* ME
CAREFUL	*** AM	*** EN	** CO	*** GE	*** IN	*** JE	*** AK	*** RU	*** ME
RELAXED		** CO		*** CO	*** CO	*** CO	* CO	*** CO	*** CO
TOUGH		** CO	*** AC	** GE	* CO	** CO	** AK	*** RU	*** CO
BEAUTIFUL	*** AM	*** EN		*** GE	*** IN	*** JE	*** AK		*** ME
PRECISE	*** AM	*** EN	*** CO	*** GE	*** IN	*** JE	*** AK	*** RU	*** ME

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ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 39 COMPARISON OF THE CONCEPTS INSIDE THE ENGLISH GROUP

THE AFRIKANERS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	COLOURED'S	RUSSIANS	ME
ACTIVE	*** AM		*** AK	** GE	*** AK	** JE	*** AK	*** RU	
HUMOROUS	*** AM	*** EN	*** AC			** JE	*** CO	*** AK	*** ME
SUCCESSFUL	*** AM	* EN	*** AK	*** GE		*** JE	*** AK	*** RU	** AK
THOUGHTFUL	** AK	** EN	*** AK		*** AK		*** AK	*** AK	
EFFICIENT	*** AM	** EN	*** AK	*** GE		*** JE	*** AK	*** RU	
SINCERE	** AK		*** AK	** AK	*** AK	*** AK	*** AK	*** AK	** ME
SIMPLE	*** AK	*** AK	*** AC	*** AK	*** AK	*** AK		*** AK	*** AK
WISE		** EN	*** AK	*** GE		*** JE	*** AK		* ME
WARM		* AK		*** AK	*** AK	*** AK	* AK	*** AK	
HAPPY	* AK	* AK	* AK	*** AK	*** AK	*** AK	* AK	*** AK	
CALM	*** AK	*** EN	*** AK			*** AK	*** AK	* AK	
OPEN	*** AM	* AK		*** AK	*** AK		*** CO	*** AK	
PROGRESSIVE	*** AM			*** GE		*** JE		*** RU	** ME
FAMILIAR	** AM	** EN	** AK	*** AK	*** AK			*** AK	
FAST	*** AM	** EN	*** AK	*** GE	* IN	*** JE		*** RU	*** ME
CAREFUL	*** AK		*** AK	*** GE		*** JE	*** AK	*** RU	* AK
RELAXED			** AC	*** AK		* AK	* CO	*** AK	
TOUGH		*** AK	** AC		*** AK	*** AK	** AK	*** RU	*** AK
BEAUTIFUL	** AM	*** EN	*** AK	*** GE	** IN		*** AK	*** AK	
PRECISE			*** AK	*** GE	** AK	*** JE	*** AK	*** RU	

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 40 COMPARISON OF THE CONCEPTS INSIDE THE ENGLISH GROUP

THE RUSSIANS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	COLOUREDS	AFRIKANERS	ME
ACTIVE		*** RU	*** RU		*** RU	** RU	*** RU	*** RU	*** RU
HUMOROUS	*** AM	*** EN	*** AC	*** GE	*** IN	*** JE	*** CO	*** AK	*** ME
SUCCESSFUL		*** RU	*** RU	** RU	*** RU		*** RU	*** RU	*** RU
THOUGHTFUL		*** EN	*** RU	*** GE		*** JE		*** AK	*** ME
EFFICIENT	** RU	*** RU	*** RU		*** RU		*** RU	*** RU	*** RU
SINCERE	*** AM	*** EN	*** AC	*** GE	*** IN	*** JE	*** CO	*** AK	*** ME
SIMPLE		** EN	*** AC		*** IN		*** CO	*** AK	** ME
WISE			*** RU	** GE		*** JE	*** RU		** RU
WARM	*** AM	*** EN	*** AC	*** GE	*** IN	*** JE	*** CO	*** AK	*** ME
HAPPY	*** AM	*** EN	*** AC	*** GE	*** IN	*** JE	*** CO	*** AK	*** ME
CALM	** RU	*** EN	*** RU	** GE		** RU	*** RU	** RU	
OPEN	*** AM	*** EN	*** AC	*** GE	*** IN	*** JE	*** CO	*** AK	*** ME
PROGRESSIVE	*** AM	*** RU	*** RU	** RU	*** RU		*** RU	*** RU	** RU
FAMILIAR	*** AM	*** EN	*** AC	*** GE	*** IN	*** JE	*** CO	*** AK	*** ME
FAST	*** AM	** RU	*** RU		** RU		** RU	*** RU	** RU
CAREFUL	*** RU	*** RU	*** RU		*** RU		*** RU	*** RU	*** RU
RELAXED	*** AM	*** EN	*** AC	*** GE	*** IN	*** JE	*** CO	*** AK	*** ME
TOUGH	*** RU	*** RU		*** RU	*** RU	*** RU	*** RU	*** RU	*** RU
BEAUTIFUL	*** AM	*** EN		*** GE	*** IN	** JE		*** AK	** ME
PRECISE	*** RU	*** RU	*** RU	** GE	*** RU		*** RU	*** RU	*** RU

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 41 COMPARISON OF THE CONCEPTS INSIDE THE ENGLISH GROUP

ME COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	COLOUREDS	AFRIKANERS	RUSSIANS
ACTIVE	*** AM	* ME	*** ME	*** GE	*** ME	** JE	*** ME		*** RU
HUMOROUS				*** ME	*** ME	*** ME	*** CO	*** ME	*** ME
SUCCESSFUL	*** AM	*** EN	*** ME	*** GE		*** JE	*** ME	** AK	*** RU
THOUGHTFUL	*** ME		*** ME	* ME	*** ME		*** ME		*** ME
EFFICIENT	*** AM	*** EN	*** ME	*** GE		*** JE	*** ME		*** RU
SINCERE	*** ME	** ME	*** ME	*** ME	*** ME	*** ME	*** ME	** ME	*** ME
SIMPLE			*** AC	** ME	** IN	* ME	*** CO	*** AK	** ME
WISE	* ME	*** EN	*** ME	*** GE	* ME	*** JE	** ME	* ME	** RU
WARM		* ME		*** ME	*** ME	*** ME			*** ME
HAPPY	*** ME	*** ME	** ME	*** ME	*** ME	*** ME	*** ME		*** ME
CALM	*** ME	*** EN	*** ME			*** ME	*** ME		
OPEN	*** AM	* ME		** ME	* ME		*** CO		*** ME
PROGRESSIVE	*** AM	* ME	*** ME		* ME	** JE	*** ME	** ME	* RU
FAMILIAR	*** AM	** EN		*** ME	*** ME				*** ME
FAST	*** AM		*** ME			* JE	* ME	*** ME	* RU
CAREFUL	** ME	** EN	*** ME	*** GE		*** JE	*** ME	* AK	*** RU
RELAXED		** EN	*** AC	** ME			*** CO		*** ME
TOUGH	*** AM	*** EN	*** AC	*** GE	*** IN	*** JE	*** CO	*** AK	*** RU
BEAUTIFUL	* AM	*** EN	*** ME	*** GE	** IN		*** ME		** ME
PRECISE			*** ME	*** GE	** ME	** JE	*** ME		*** RU

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 42 ROTATED FACTOR-MATRIX OF THE CONCEPTS FOR THE ENGLISH GROUP

	FIRST FACTOR	SECOND FACTOR	THIRD FACTOR	1	2	1
					H	
THE AMERICANS	0.59	0.30	0.64		0.85	
THE ENGLISH	0.91	0.00	0.12		0.84	
THE AFRICANS	0.00	0.90	-0.06		0.81	
THE GERMANS	0.69	-0.47	0.49		0.94	
THE INDIANS	0.89	-0.06	0.24		0.85	
THE JEWS	0.77	-0.05	0.57		0.92	
THE COLOUREDS	0.20	0.93	0.08		0.91	
THE AFRIKANERS	0.74	0.36	0.23		0.73	
THE RUSSIANS	0.24	-0.61	0.61		0.80	
ME-CONCEPT	0.93	0.08	0.20		0.91	
Variance	45%	25%	15%		85%	

TABLE NO 43 COMPARISON OF THE CONCEPTS INSIDE THE JEWISH GROUP

THE AMERICANS COMPARED WITH

	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	COLOUREDS	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM	*** AM		*** AM		*** AM	*** AM		*** AM
HUMOROUS	*** AM		*** AM	*** AM	* JE		*** AM	*** AM	
SUCCESSFUL	*** AM	*** AM		*** AM	* JE	*** AM	*** AM		*** AM
THOUGHTFUL	*** EN			** IN	*** JE				*** ME
EFFICIENT	** AM	*** AM	*** GE	** AM	* JE	*** AM	* AM	** RU	*** AM
SINCERE		** AC	*** AM		*** JE			*** AM	*** ME
SIMPLE		*** AC	* AM		*** AM	** CO	*** AK		
WISE	* EN		** GE	** IN	*** JE	** AM		** RU	
WARM	*** AM		*** AM	*** AM		* AM	*** AM	*** AM	
HAPPY		** AM	*** AM	** AM		* AM		*** AM	
CALM	*** EN	* AM			*** AM		** AK		
OPEN	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM
PROGRESSIVE	*** AM	*** AM	*** AM	*** AM	* AM	*** AM	*** AM	*** AM	*** AM
FAMILIAR	* AM	*** AM	*** AM	*** AM	** JE		** AM	*** AM	
FAST	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM
CAREFUL	*** EN		*** GE	*** IN	*** JE	*** AM	*** AK	*** RU	** ME
RELAXED		* AC	*** AM					*** AM	
TOUGH	*** AM			*** AM	*** AM	* AM		* RU	*** AM
BEAUTIFUL		** AM		*** IN		** AM	*** AM	*** AM	
PRECISE		*** AM	*** GE	* AM		*** AM		*** RU	

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 44 COMPARISON OF THE CONCEPTS INSIDE THE JEWISH GROUP

THE ENGLISH COMPARED WITH

	AMERICANS	AFRICANS	GERMANS	INDIANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM		*** GE		*** JE	* CO	** AK	*** RU	*** ME
HUMOROUS	*** AM	*** AC	*** EN		*** JE	*** CO	*** EN	*** EN	*** ME
SUCCESSFUL	*** AM	*** EN	* GE		*** JE	*** EN		** RU	** EN
THOUGHTFUL	*** EN	** EN	* EN	** EN		*** EN	*** EN	* EN	
EFFICIENT	** AM	*** EN	*** GE		*** JE	*** EN		*** RU	
SINCERE		** AC	*** EN		* JE			** EN	*** ME
SIMPLE		*** AC	* EN	** IN	*** EN	*** CO	*** AK		
WISE	* EN	*** EN			*** JE	*** EN	** EN		
WARM	*** AM	*** AC	*** EN		*** JE			*** EN	*** ME
HAPPY			* EN		* JE		* AK	*** EN	* ME
CALM	*** EN	*** EN	*** EN	*** EN	*** EN	*** EN	** EN	*** EN	*** EN
OPEN	*** AM	** AC			*** JE	*** CO		* EN	
PROGRESSIVE	*** AM				*** JE	*** CO	*** EN	** RU	*** ME
FAMILIAR	* AM	** EN	*** EN	** EN	*** JE			*** EN	
FAST	*** AM	** EN	*** GE	** IN	*** JE			*** RU	** ME
CAREFUL	*** EN	*** EN	** GE		* JE	*** EN		** RU	
RELAXED		** AC	*** EN			*** CO		*** EN	
TOUGH	*** AM	*** AC	*** GE			** CO	*** AK	*** RU	*** EN
BEAUTIFUL		*** EN		** IN		** EN	*** EN	*** EN	
PRECISE		*** EN	*** GE			** EN		*** RU	

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 45 COMPARISON OF THE CONCEPTS INSIDE THE JEWISH GROUP

THE AFRICANS COMPARED WITH

	AMERICANS	ENGLISH	GERMANS	INDIANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM		*** GE		*** JE			*** RU	* ME
HUMOROUS		*** AC	*** AC	*** AC			*** AC	*** AC	
SUCCESSFUL	*** AM	*** EN	*** GE	*** IN	*** JE		*** AK	*** RU	*** ME
THOUGHTFUL		** EN			** JE	** AC			** ME
EFFICIENT	*** AM	*** EN	*** GE	*** IN	*** JE		*** AK	*** RU	*** ME
SINCERE	** AC	** AC	*** AC	** AC		** AC		*** AC	*** ME
SIMPLE	*** AC	*** AC	*** AC	*** AC	*** AC	** AC		*** AC	*** AC
WISE		** EN	*** GE	*** IN	*** JE			*** RU	** ME
WARM		*** AC	*** AC	*** AC			*** AC	*** AC	
HAPPY	** AM				* JE		* AK	*** AC	** ME
CALM	* AM	*** EN	** GE	*** IN			*** AK	* RU	*** ME
OPEN	*** AM	** AC	** AC	* AC				*** AC	
PROGRESSIVE	*** AM				*** JE	*** CO	*** AC		*** ME
FAMILIAR	*** AM	** EN	* AC		*** JE	*** CO	* AK	*** AC	*** ME
FAST	*** AM	** EN	*** GE	*** IN	*** JE	*** CO	** AK	*** RU	*** ME
CAREFUL		*** EN	*** GE	*** IN	*** JE		*** AK	*** RU	*** ME
RELAXED	* AC	** AC	*** AC	*** AC	** AC		* AC	*** AC	*** AC
TOUGH		*** AC		*** AC	*** AC				*** AC
BEAUTIFUL	** AM	*** EN		*** IN	** JE				
PRECISE	*** AM	*** EN	*** GE	*** IN	*** JE	* CO	*** AK	*** RU	*** ME

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 46 COMPARISON OF THE CONCEPTS INSIDE THE JEWISH GROUP

THE GERMANS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	INDIANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE		*** GE	*** GE	*** GE		*** GE	*** GE		*** GE
HUMOROUS	*** AM	*** EN	*** AC	*** IN	*** JE	*** CO			*** ME
SUCCESSFUL		* GE	*** GE	*** GE	* JE	*** GE	*** GE		*** GE
THOUGHTFUL		* EN			*** JE				*** ME
EFFICIENT	*** GE	*** GE	*** GE	*** GE	** GE	*** GE	*** GE		*** GE
SINCERE	*** AM	*** EN	*** AC	** IN	*** JE	* CO	*** AK		*** ME
SIMPLE	* AM	* EN	*** AC	*** IN		*** CO	*** AK	* RU	
WISE	** GE		*** GE		*** JE	*** GE	*** GE		* GE
WARM	*** AM	*** EN	*** AC	*** IN	*** JE	*** CO	*** AK		*** ME
HAPPY	*** AM	* EN			*** JE		*** AK	** GE	*** ME
CALM		*** EN	** GE		*** GE				
OPEN	*** AM		** AC	* IN	*** JE	*** CO	* AK		
PROGRESSIVE	*** AM				*** JE	* CO	*** GE		*** ME
FAMILIAR	*** AM	*** EN	* AC	** IN	*** JE	*** CO	*** AK	*** GE	*** ME
FAST	*** AM	*** GE	*** GE		* JE		*** GE		
CAREFUL	*** GE	** GE	*** GE	*** GE		*** GE	** GE		*** GE
RELAXED	*** AM	*** EN	*** AC	*** IN	*** JE	*** CO	*** AK		*** ME
TOUGH		*** GE		*** GE	*** GE	** GE			*** GE
BEAUTIFUL				*** IN			** GE	** GE	
PRECISE	*** GE	*** GE	*** GE	*** GE	*** GE	*** GE	*** GE	*** GE	*** GE

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 47 COMPARISON OF THE CONCEPTS INSIDE THE JEWISH GROUP

THE INDIANS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM			** GE	** JE		* AK	** RU	** ME
HUMOROUS	*** AM		** AC	** IN	** JE	** CO	** IN	** IN	** ME
SUCCESSFUL	*** AM		** IN	** GE	** JE	** IN		** RU	
THOUGHTFUL	** IN	** EN			** JE	** IN	** IN		** ME
EFFICIENT	** AM		** IN	** GE	** JE	** IN		** RU	
SINCERE			** AC	** IN	** JE			** IN	** ME
SIMPLE		** IN	** AC	** IN	** IN	** CO	** AK	* IN	** IN
WISE	** IN		** IN		** JE	** IN	** IN		* IN
WARM	*** AM		** AC	** IN	** JE	* CO		** IN	** ME
HAPPY	** AM				** JE		** AK	** IN	** ME
CALM		** EN	** IN		** IN	** IN			
OPEN	*** AM		* AC	* IN	** JE	** CO		** IN	
PROGRESSIVE	*** AM				** JE	** CO	** IN		** ME
FAMILIAR	*** AM	** EN		** IN	** JE	** CO		** IN	** ME
FAST	*** AM	** IN	** IN		** JE		** IN	* RU	
CAREFUL	*** IN		** IN	** GE	** JE	** IN		** RU	
RELAXED			** AC	** IN		** CO	** AK	** IN	
TOUGH	*** AM		** AC	** GE	** IN	* CO	** AK	** RU	** IN
BEAUTIFUL	*** IN	** IN	** IN	** IN	* IN	** IN	** IN	** IN	** IN
PRECISE	* AM		** IN	** GE	** JE	* IN		** RU	* ME

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 48 COMPARISON OF THE CONCEPTS INSIDE THE JEWISH GROUP

THE JEWS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE		*** JE	*** JE		*** JE	*** JE	*** JE		*** JE
HUMOROUS	* JE	*** JE		*** JE	*** JE		*** JE	*** JE	** JE
SUCCESSFUL	** JE	*** JE	*** JE	* JE	*** JE	*** JE	*** JE		*** JE
THOUGHTFUL	*** JE		** JE	*** JE	** JE	*** JE	*** JE	** JE	
EFFICIENT	* JE	*** JE	*** JE	** GE	*** JE	*** JE	*** JE		*** JE
SINCERE	*** JE	* JE		*** JE	*** JE	** JE		*** JE	*** ME
SIMPLE	*** AM	*** EN	*** AC		*** IN	*** CO	*** AK		* ME
WISE	*** JE	*** JE	*** JE	*** JE	*** JE	*** JE	*** JE	*** JE	*** JE
WARM		*** JE		*** JE	*** JE	** JE	*** JE	*** JE	
HAPPY		* JE	* JE	*** JE	*** JE	** JE	*** JE	*** JE	
CALM	*** AM	*** EN		*** GE	*** IN	** CO	*** AK	*** RU	*** ME
OPEN	*** AM	*** JE		*** JE	*** JE		*** JE	*** JE	*** JE
PROGRESSIVE	* AM	*** JE	*** JE	*** JE	*** JE	*** JE	*** JE	*** JE	* JE
FAMILIAR	** JE	*** JE	*** JE	*** JE	*** JE	*** JE	*** JE	*** JE	*** JE
FAST	*** AM	*** JE	*** JE	* JE	*** JE	*** JE	*** JE		*** JE
CAREFUL	*** JE	* JE	*** JE		** JE	*** JE	* JE		* JE
RELAXED			** AC	*** JE		** CO		*** JE	
TOUGH	*** AM		*** AC	*** GE	** IN	*** CO	*** AK	*** RU	
BEAUTIFUL			** JE		* IN	*** JE	*** JE	*** JE	
PRECISE			*** JE	*** GE	** JE	*** JE		*** RU	

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 49 COMPARISON OF THE CONCEPTS INSIDE THE JEWISH GROUP

THE COLOURED COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM	* CO		*** GE		*** JE		*** RU	
HUMOROUS		*** CO		*** CO	*** CO		*** CO	*** CO	
SUCCESSFUL	*** AM	*** EN		*** GE	*** IN	*** JE	*** AK	*** RU	*** ME
THOUGHTFUL		*** EN	** AC		*** IN	*** JE		* RU	*** ME
EFFICIENT	*** AM	*** EN		*** GE	*** IN	*** JE	*** AK	*** RU	*** ME
SINCERE			** AC	* CO		** JE			*** ME
SIMPLE	** CO	*** CO	** AC	*** CO	** CO	*** CO		*** CO	*** CO
WISE	** AM	*** EN		*** GE	*** IN	*** JE	* AK	*** RU	*** ME
WARM	* AM			*** CO	* CO	** JE	* CO	*** CO	* ME
HAPPY	* AM					** JE	** AK	*** CO	** ME
CALM		*** EN			*** IN	** CO	*** AK		* ME
OPEN	*** AM	*** CO		*** CO	*** CO		*** CO	*** CO	** CO
PROGRESSIVE	*** AM	*** CO	*** CO	* CO	** CO	*** JE	*** CO		* ME
FAMILIAR			*** CO	*** CO	*** CO	*** JE	** CO	*** CO	
FAST	*** AM		*** CO			*** JE	** CO		
CAREFUL	*** AM	*** EN		*** GE	*** IN	*** JE	*** AK	*** RU	*** ME
RELAXED		*** CO		*** CO	** CO	** CO		*** CO	** CO
TOUGH	* AM	** CO		** GE	* CO	*** CO	** AK	*** RU	*** CO
BEAUTIFUL	** AM	** EN			*** IN	*** JE		* CO	
PRECISE	*** AM	** EN	* CO	*** GE	* IN	*** JE	** AK	*** RU	*** ME

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 50 COMPARISON OF THE CONCEPTS INSIDE THE JEWISH GROUP

THE AFRIKANERS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	COLOURED	RUSSIANS	ME
ACTIVE	*** AM	** AK		*** GE	** AK	*** JE		*** RU	
HUMOROUS	*** AM	*** EN	*** AC		** IN	*** JE	*** CO		*** ME
SUCCESSFUL	*** AM		*** AK	*** GE		*** JE	*** AK	*** RU	
THOUGHTFUL		*** EN			** IN	*** JE		* RU	*** ME
EFFICIENT	* AM		*** AK	*** GE		*** JE	*** AK	*** RU	
SINCERE				*** AK				** AK	*** ME
SIMPLE	*** AK	*** AK		*** AK	** AK	*** AK		** AK	*** AK
WISE		** EN		*** GE	*** IN	*** JE	* AK	*** RU	
WARM	*** AM		*** AC	*** AK		*** JE	* CO	*** AK	*** ME
HAPPY		* AK	* AK	*** AK	*** AK		** AK	*** AK	
CALM	** AK	** EN	*** AK			*** AK	*** AK	** AK	* AK
OPEN	*** AM			* AK		*** JE	*** CO	** AK	
PROGRESSIVE	*** AM	*** EN	*** AC	*** GE	*** IN	*** JE	*** CO	*** RU	*** ME
FAMILIAR	** AM		* AK	*** AK		*** JE	** CO	*** AK	** ME
FAST	*** AM		** AK	*** GE	** IN	*** JE	** CO	*** RU	*** ME
CAREFUL	*** AK		*** AK	** GE		* JE	*** AK	*** RU	
RELAXED			* AC	*** AK	** AK			*** AK	
TOUGH		*** AK			*** AK	*** AK	** AK		*** AK
BEAUTIFUL	*** AM	*** EN		** GE	*** IN	*** JE			*** ME
PRECISE			*** AK	*** GE			** AK	*** RU	

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 51 COMPARISON OF THE CONCEPTS INSIDE THE JEWISH GROUP

THE RUSSIANS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	COLOURED'S	AFRIKANERS	ME
ACTIVE		*** RU	*** RU		*** RU		*** RU	*** RU	*** RU
HUMOROUS	*** AM	*** EN	*** AC		*** IN	*** JE	*** CO		*** ME
SUCCESSFUL		** RU	*** RU		*** RU		*** RU	*** RU	*** RU
THOUGHTFUL		* EN				** JE	* RU	* RU	** ME
EFFICIENT	** RU	*** RU	*** RU		*** RU		*** RU	*** RU	*** RU
SINCERE	*** AM	** EN	*** AC		*** IN	*** JE		** AK	*** ME
SIMPLE			*** AC	* RU	* IN		*** CO	** AK	
WISE	** RU		*** RU			*** JE	*** RU	*** RU	
WARM	*** AM	*** EN	*** AC		*** IN	*** JE	*** CO	*** AK	*** ME
HAPPY	*** AM	*** EN	*** AC	** GE	*** IN	*** JE	*** CO	*** AK	*** ME
CALM		*** EN	* RU			*** RU		** AK	
OPEN	*** AM	* EN	*** AC		** IN	*** JE	*** CO	** AK	*** ME
PROGRESSIVE	*** AM	** RU				*** JE		*** RU	* ME
FAMILIAR	*** AM	*** EN	*** AC	*** GE	*** IN	*** JE	*** CO	*** AK	*** ME
FAST	*** AM	*** RU	*** RU		* RU			*** RU	
CAREFUL	*** RU	** RU	*** RU		*** RU		*** RU	*** RU	*** RU
RELAXED	*** AM	*** EN	*** AC		*** IN	*** JE	*** CO	*** AK	*** ME
TOUGH	* RU	*** RU			*** RU	*** RU	*** RU		*** RU
BEAUTIFUL	*** AM	*** EN		** GE	*** IN	*** JE	* CO		*** ME
PRECISE	*** RU	*** RU	*** RU	*** GE	*** RU	*** RU	*** RU	*** RU	*** RU

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 52 COMPARISON OF THE CONCEPTS INSIDE THE JEWISH GROUP

ME COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS
ACTIVE	*** AM	** ME	* ME	*** GE	** ME	*** JE			*** RU
HUMOROUS		** ME		*** ME	*** ME	** JE		*** ME	*** ME
SUCCESSFUL	*** AM	** EN	*** ME	*** GE		*** JE	*** ME		*** RU
THOUGHTFUL	*** ME		** ME	*** ME	*** ME		*** ME	*** ME	** ME
EFFICIENT	*** AM		*** ME	*** GE		*** JE	*** ME		*** RU
SINCERE	*** ME	** ME	*** ME	*** ME	*** ME	*** ME	*** ME	*** ME	*** ME
SIMPLE			*** AC		** IN	* ME	*** CO	*** AK	
WISE			** ME	* GE	* IN	*** JE	*** ME		
WARM		*** ME		*** ME	*** ME		* ME	*** ME	*** ME
HAPPY		* ME	** ME	*** ME	*** ME		** ME		*** ME
CALM		*** EN	*** ME			*** ME	* ME	* AK	
OPEN	*** AM					*** JE	** CO		*** ME
PROGRESSIVE	*** AM	*** ME	*** ME	*** ME	*** ME	* JE	* ME	*** ME	* ME
FAMILIAR			*** ME	*** ME	*** ME	*** JE		** ME	*** ME
FAST	*** AM	** ME	*** ME			*** JE		*** ME	
CAREFUL	** ME		*** ME	*** GE		* JE	*** ME		*** RU
RELAXED			*** AC	*** ME			** CO		*** ME
TOUGH	*** AM	*** EN	*** AC	*** GE	*** IN		*** CO	*** AK	*** RU
BEAUTIFUL					*** IN			*** ME	*** ME
PRECISE			*** ME	*** GE	* ME		*** ME		*** RU

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 53 ROTATED FACTOR-MATRIX OF THE CONCEPTS FOR THE JEWISH GROUP

	FIRST FACTOR	SECOND FACTOR	THIRD FACTOR	FOURTH FACTOR <sup>2</sup>	I	H	I
THE AMERICANS	0.55	0.22	0.74	0.10		0.91	
THE ENGLISH	0.71	0.09	-0.21	0.41		0.72	
THE AFRICANS	0.00	-0.40	0.56	0.50		0.72	
THE GERMANS	0.16	0.95	-0.11	0.17		0.97	
THE INDIANS	0.67	0.25	0.12	0.44		0.72	
THE JEWS	0.88	0.22	0.40	-0.02		0.98	
THE COLOUREDS	0.16	-0.26	0.91	0.05		0.92	
THE AFRIKANERS	0.20	0.13	0.11	0.77		0.66	
THE RUSSIANS	0.18	0.91	-0.09	0.01		0.87	
ME-CONCEPT	0.94	0.05	0.28	0.07		0.97	
Variance	30%	21%	20%	13%		84%	

TABLE NO 54 COMPARISON OF THE CONCEPTS INSIDE THE INDIAN GROUP

THE AMERICANS COMPARED WITH

	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	COLOUREDS	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM		*** AM
HUMOROUS	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	
SUCCESSFUL	*** AM	*** AM	* AM	*** AM		*** AM	* AM	*** RU	*** AM
THOUGHTFUL	*** AM	*** AM	** AM		*** AM	*** AM	*** AM		* ME
EFFICIENT	*** AM	*** AM		*** AM	** AM	*** AM	*** AM		*** AM
SINCERE	*** AM	*** AM			*** AM	*** AM	*** AM	** AM	*** ME
SIMPLE	** EN	*** AC		*** IN	** JE	** CO	* AK		*** ME
WISE	*** AM	*** AM	** GE		*** JE	*** AM	*** AM	*** RU	*** AM
WARM	*** AM	*** AM	*** AM		*** AM	*** AM	*** AM	*** AM	*** ME
HAPPY	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	** AM	*** AM	** AM
CALM	*** EN	*** AM		** IN	*** JE	** AM		** RU	*** ME
OPEN	*** AM	*** AM	*** AM	*** AM	*** AM	** AM	*** AM	*** AM	*** AM
PROGRESSIVE	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM
FAMILIAR	*** AM	*** AM	*** AM	* IN	*** AM	*** AM	*** AM	*** AM	
FAST	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	** AM	*** AM
CAREFUL		*** AM	*** GE	** IN	*** JE	*** AM		*** RU	
RELAXED		** AM	** AM	** AM			*** AM	** AM	
TOUGH	*** AM	*** AC		*** AM	*** AM		* AK	* RU	*** AM
BEAUTIFUL		*** AM				* AM	*** AM	* AM	** AM
PRECISE	*** AM	*** AM		*** AM	** AM	*** AM	*** AM		

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 55 COMPARISON OF THE CONCEPTS INSIDE THE INDIAN GROUP

THE ENGLISH COMPARED WITH

	AMERICANS	AFRICANS	GERMANS	INDIANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM	** AC	*** GE				* AK	*** RU	*** ME
HUMOROUS	*** AM		*** EN	* IN	*** EN		*** EN	*** EN	*** ME
SUCCESSFUL	*** AM	*** EN	*** GE	** IN	*** JE	*** EN	*** AK	*** RU	
THOUGHTFUL	*** AM	*** EN	* GE	*** IN		*** EN	*** EN	*** RU	*** ME
EFFICIENT	*** AM	*** EN	*** GE	* IN	*** JE	*** EN	* EN	*** RU	* ME
SINCERE	*** AM		*** GE	*** IN		** EN		* RU	*** ME
SIMPLE	** EN	*** AC	*** EN	*** IN				** EN	*** ME
WISE	*** AM	*** EN	*** GE		*** JE	*** EN	*** EN	*** RU	
WARM	*** AM			*** IN		** CO	*** EN	*** EN	*** ME
HAPPY	*** AM	** EN		** EN	** EN		* AK	* EN	*** ME
CALM	*** EN	*** EN	*** EN	** EN		*** EN	*** EN	* RU	* EN
OPEN	*** AM	*** AC	* GE	* IN		*** CO			*** ME
PROGRESSIVE	*** AM	** EN	*** GE	*** IN	* JE	* CO		*** RU	*** ME
FAMILIAR	*** AM		*** EN	*** IN	*** EN		*** EN	*** EN	** ME
FAST	*** AM	* EN	*** GE			** CO		*** RU	*** ME
CAREFUL		*** EN	** GE	*** IN	*** JE	*** EN	*** EN	*** RU	
RELAXED		* EN	*** EN	* EN			*** EN		
TOUGH	*** AM	*** AC	*** GE		** JE	*** CO	*** AK	*** RU	
BEAUTIFUL		*** EN		* IN		* EN	*** EN	** EN	* EN
PRECISE	*** AM	*** EN	*** GE		* JE	*** EN		*** RU	*** ME

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 56 COMPARISON OF THE CONCEPTS INSIDE THE INDIAN GROUP

THE AFRICANS COMPARED WITH

	AMERICANS	ENGLISH	GERMANS	INDIANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM	** AC	* GE	** AC	** AC	* AC		*** RU	
HUMOROUS	*** AM		*** AC		*** AC	* CO	*** AC	*** AC	*** ME
SUCCESSFUL	*** AM	*** EN	*** GE	*** IN	*** JE	* CO	*** AK	*** RU	*** ME
THOUGHTFUL	*** AM	*** EN	*** GE	*** IN	*** JE			*** RU	*** ME
EFFICIENT	*** AM	*** EN	*** GE	*** IN	*** JE		** AK	*** RU	*** ME
SINCERE	*** AM			*** IN		** AC	* AC		*** ME
SIMPLE	*** AC	*** AC	*** AC	*** AC	*** AC	*** AC	*** AC	*** AC	*** AC
WISE	*** AM	*** EN	*** GE	*** IN	*** JE		* AK	*** RU	*** ME
WARM	*** AM			*** IN	*** AC		*** AC	*** AC	*** ME
HAPPY	*** AM	** EN				*** CO	*** AK		*** ME
CALM	*** AM	*** EN	*** GE	*** IN	*** JE	*** CO	*** AK	*** RU	*** ME
OPEN	*** AM	*** AC	*** AC	*** AC	*** AC		*** AC	*** AC	
PROGRESSIVE	*** AM	** EN	*** GE	*** IN	*** JE	*** CO	* AK	*** RU	*** ME
FAMILIAR	*** AM		*** AC	*** IN	*** AC		** AC	*** AC	*** ME
FAST	*** AM	* EN	*** GE	* IN	* JE	*** CO		*** RU	*** ME
CAREFUL	*** AM	*** EN	*** GE	*** IN	*** JE		*** AK	*** RU	*** ME
RELAXED	** AM	* EN				* CO			
TOUGH	*** AC	*** AC	*** AC	*** AC	*** AC	*** AC	*** AC	*** AC	*** AC
BEAUTIFUL	*** AM	*** EN	*** GE	*** IN	*** JE	*** CO	* AK	*** RU	*** ME
PRECISE	*** AM	*** EN	*** GE	*** IN	*** JE	*** CO	*** AK	*** RU	*** ME

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 57 COMPARISON OF THE CONCEPTS INSIDE THE INDIAN GROUP

THE GERMANS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	INDIANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM	*** GE	* GE	*** GE	*** GE	*** GE	*** GE	*** RU	** GE
HUMOROUS	*** AM	*** EN	*** AC	*** IN		*** CO			*** ME
SUCCESSFUL	* AM	*** GE	*** GE	*** GE		*** GE		*** RU	*** GE
THOUGHTFUL	** AM	* GE	*** GE	* IN		*** GE	*** GE	** RU	*** ME
EFFICIENT		*** GE	*** GE	*** GE	*** GE	*** GE	*** GE	* RU	*** GE
SINCERE		*** GE		** IN	* GE	*** GE	*** GE		*** ME
SIMPLE		*** EN	*** AC	*** IN	*** JE	** CO	* AK		*** ME
WISE	** GE	*** GE	*** GE	*** GE		*** GE	*** GE		*** GE
WARM	*** AM			*** IN		** CO	*** GE	*** GE	*** ME
HAPPY	*** AM			* GE	** GE	** CO	*** AK	** GE	*** ME
CALM		*** EN	*** GE		* JE	*** GE		** RU	
OPEN	*** AM	* GE	*** AC		*** GE	*** CO		* GE	*** ME
PROGRESSIVE	*** AM	*** GE	*** GE	*** GE	*** GE	*** GE	*** GE		
FAMILIAR	*** AM	*** EN	*** AC	*** IN		*** CO	*** AK	*** GE	*** ME
FAST	*** AM	*** GE	*** GE	*** GE	*** GE		*** GE	** RU	* GE
CAREFUL	*** GE	** GE	*** GE			*** GE	*** GE	** RU	* GE
RELAXED	** AM	*** EN			** JE	** CO			*** ME
TOUGH		*** GE	*** AC	*** GE	*** GE				*** GE
BEAUTIFUL			*** GE	*** IN			*** GE		
PRECISE		*** GE	*** GE	*** GE	*** GE	*** GE	*** GE		* GE

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 58 COMPARISON OF THE CONCEPTS INSIDE THE INDIAN GROUP

THE INDIANS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM		** AC	*** GE				*** RU	** ME
HUMOROUS	*** AM	* IN		*** IN	*** IN		*** IN	*** IN	*** ME
SUCCESSFUL	*** AM	** IN	*** IN	*** GE	*** JE	*** IN	* AK	*** RU	
THOUGHTFUL		*** IN	*** IN	* IN	** IN	*** IN	*** IN		
EFFICIENT	*** AM	* IN	*** IN	*** GE	* JE	*** IN	*** IN	*** RU	
SINCERE		*** IN	*** IN	** IN	*** IN	*** IN	*** IN	** IN	*** ME
SIMPLE	*** IN	*** IN	*** AC	*** IN	** IN	** IN	** IN	*** IN	
WISE			*** IN	*** GE	*** JE	*** IN	*** IN	*** RU	** IN
WARM		*** IN	*** IN	*** IN	*** IN	** IN	*** IN	*** IN	** ME
HAPPY	*** AM	** EN		* GE		*** CO	*** AK		*** ME
CALM	** IN	** EN	*** IN			*** IN	* IN		
OPEN	*** AM	* IN	*** AC		*** IN	*** CO		** IN	*** ME
PROGRESSIVE	*** AM	*** IN	*** IN	*** GE			*** IN	*** RU	*** ME
FAMILIAR	* IN	*** IN	*** IN	*** IN	*** IN	*** IN	*** IN	*** IN	** IN
FAST	*** AM		* IN	*** GE		* CO		*** RU	*** ME
CAREFUL	** IN	*** IN	*** IN		* JE	*** IN	*** IN	*** RU	* IN
RELAXED	** AM	* EN				* CO	* IN		* ME
TOUGH	*** AM		*** AC	*** GE		*** CO	*** AK	*** RU	
BEAUTIFUL		* IN	*** IN	*** IN	** IN	*** IN	*** IN	*** IN	*** IN
PRECISE	*** AM		*** IN	*** GE		*** IN		*** RU	*** ME

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 59 COMPARISON OF THE CONCEPTS INSIDE THE INDIAN GROUP

THE JEWS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM		** AC	*** GE			** AK	*** RU	*** ME
HUMOROUS	*** AM	*** EN	*** AC		*** IN	*** CO			*** ME
SUCCESSFUL		*** JE	*** JE		*** JE	*** JE		*** RU	*** JE
THOUGHTFUL	*** AM		*** JE		** IN	*** JE	*** JE	** RU	*** ME
EFFICIENT	** AM	*** JE	*** JE	*** GE	* JE	*** JE	*** JE	*** RU	* JE
SINCERE	*** AM			* GE	*** IN	*** JE			*** ME
SIMPLE	** JE		*** AC	*** JE	** IN			** JE	*** ME
WISE	*** JE	*** JE	*** JE		*** JE	*** JE	*** JE		*** JE
WARM	*** AM		*** AC		*** IN	*** CO	** JE		*** ME
HAPPY	*** AM	** EN		** GE		*** CO	*** AK		*** ME
CALM	*** JE		*** JE	* JE		*** JE	** JE		
OPEN	*** AM		*** AC	*** GE	*** IN	*** CO			*** ME
PROGRESSIVE	*** AM	* JE	*** JE	*** GE			** JE	*** RU	*** ME
FAMILIAR	*** AM	*** EN	*** AC		*** IN	*** CO	** AK	*** JE	*** ME
FAST	*** AM		* JE	*** GE		*** CO		*** RU	** ME
CAREFUL	*** JE	*** JE	*** JE		* JE	*** JE	*** JE		*** JE
RELAXED				** JE			** JE		
TOUGH	*** AM	** JE	*** AC	*** GE		*** CO	*** AK	*** RU	
BEAUTIFUL			*** JE		* IN		*** JE	* JE	* JE
PRECISE	** AM	* JE	*** JE	*** GE		*** JE	** JE	*** RU	

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 60 COMPARISON OF THE CONCEPTS INSIDE THE INDIAN GROUP

THE COLOURED'S COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM		* AC	*** GE				*** RU	*** ME
HUMOROUS	*** AM		* CO	*** CO		*** CO	*** CO	*** CO	*** ME
SUCCESSFUL	*** AM	*** EN	* CO	*** GE	*** IN	*** JE	*** AK	*** RU	*** ME
THOUGHTFUL	*** AM	*** EN		*** GE	*** IN	*** JE		*** RU	*** ME
EFFICIENT	*** AM	*** EN		*** GE	*** IN	*** JE	** AK	*** RU	*** ME
SINCERE	*** AM	** EN	** AC	*** GE	*** IN	*** JE		*** RU	*** ME
SIMPLE	** CO		*** AC	** CO	** IN			** CO	*** ME
WISE	*** AM	*** EN		*** GE	*** IN	*** JE	** AK	*** RU	*** ME
WARM	*** AM	** CO		** CO	** IN	*** CO	*** CO	*** CO	*** ME
HAPPY	*** AM		*** CO	** CO	*** CO	*** CO		*** CO	
CALM	** AM	*** EN	*** CO	*** GE	*** IN	*** JE	** AK	*** RU	*** ME
OPEN	** AM	*** CO		*** CO	*** CO	*** CO	*** CO	*** CO	*** CO
PROGRESSIVE	*** AM	* CO	*** CO	*** GE			* CO	*** RU	*** ME
FAMILIAR	*** AM			*** CO	*** IN	*** CO	*** CO	*** CO	
FAST	*** AM	** CO	*** CO		* CO	*** CO	** CO	*** RU	
CAREFUL	*** AM	*** EN		*** GE	*** IN	*** JE	*** AK	*** RU	*** ME
RELAXED			* CO	** CO	* CO		*** CO		
TOUGH		*** CO	*** AC		*** CO	*** CO			*** CO
BEAUTIFUL	* AM	* EN	*** CO		*** IN		*** CO		
PRECISE	*** AM	*** EN	*** CO	*** GE	*** IN	*** JE	** AK	*** RU	*** ME

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 61 COMPARISON OF THE CONCEPTS INSIDE THE INDIAN GROUP

THE AFRIKANERS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	COLOUREDS	RUSSIANS	ME
ACTIVE	*** AM	* AK		*** GE		** AK		*** RU	
HUMOROUS	*** AM	*** EN	*** AC		*** IN		*** CO		*** ME
SUCCESSFUL	** AM	*** AK	*** AK		* AK		*** AK	*** RU	*** AK
THOUGHTFUL	*** AM	*** EN		*** GE	*** IN	*** JE		*** RU	*** ME
EFFICIENT	*** AM	* EN	** AK	*** GE	*** IN	*** JE	** AK	*** RU	** ME
SINCERE	*** AM		* AC	*** GE	*** IN			** RU	*** ME
SIMPLE	* AK		*** AC	* AK	** IN			** AK	*** ME
WISE	*** AM	*** EN	* AK	*** GE	*** IN	*** JE	** AK	*** RU	*** ME
WARM	*** AM	*** EN	*** AC	*** GE	*** IN	** JE	*** CO		*** ME
HAPPY	** AM	* AK	*** AK	*** AK	*** AK	*** AK		** AK	
CALM		*** EN	*** AK		* IN	** JE	** AK	*** RU	** ME
OPEN	*** AM		*** AC				*** CO	** AK	** ME
PROGRESSIVE	*** AM		* AK	*** GE	*** IN	** JE	* CO	*** RU	*** ME
FAMILIAR	*** AM	*** EN	** AC	*** AK	*** IN	** AK	*** CO	*** AK	*** ME
FAST	*** AM			*** GE			** CO	*** RU	*** ME
CAREFUL		*** EN	*** AK	*** GE	*** IN	*** JE	*** AK	*** RU	*** ME
RELAXED	*** AM	*** EN			* IN	** JE	*** CO		** ME
TOUGH	* AK	*** AK	*** AC		*** AK	*** AK			*** AK
BEAUTIFUL	*** AM	*** EN	* AK	*** GE	*** IN	*** JE	*** CO	** RU	** ME
PRECISE	*** AM		*** AK	*** GE		** JE	** AK	*** RU	*** ME

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 62 COMPARISON OF THE CONCEPTS INSIDE THE INDIAN GROUP

THE RUSSIANS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	COLOUREDS	AFRIKANERS	ME
ACTIVE		*** RU	*** RU	*** RU	*** RU	*** RU	*** RU	*** RU	*** RU
HUMOROUS	*** AM	*** EN	*** AC		*** IN		*** CO		*** ME
SUCCESSFUL	*** RU	*** RU	*** RU	*** RU	*** RU	*** RU	*** RU	*** RU	*** RU
THOUGHTFUL		*** RU	*** RU	** RU		** RU	*** RU	*** RU	
EFFICIENT		*** RU	*** RU	* RU	*** RU	*** RU	*** RU	*** RU	*** RU
SINCERE	** AM	* RU			** IN		*** RU	** RU	*** ME
SIMPLE		** EN	*** AC		*** IN	** JE	** CO	** AK	*** ME
WISE	*** RU	*** RU	*** RU		*** RU		*** RU	*** RU	*** RU
WARM	*** AM	*** EN	*** AC	*** GE	*** IN		*** CO		*** ME
HAPPY	*** AM	* EN		** GE			*** CO	** AK	*** ME
CALM	** RU	* RU	*** RU	** RU			*** RU	*** RU	
OPEN	*** AM		*** AC	* GE	** IN		*** CO	** AK	*** ME
PROGRESSIVE	*** AM	*** RU	*** RU		*** RU	*** RU	*** RU	*** RU	
FAMILIAR	*** AM	*** EN	*** AC	*** GE	*** IN	*** JE	*** CO	*** AK	*** ME
FAST	** AM	*** RU	*** RU	** RU	*** RU	*** RU	*** RU	*** RU	*** RU
CAREFUL	*** RU	*** RU	*** RU	** RU	*** RU		*** RU	*** RU	*** RU
RELAXED	** AM								* ME
TOUGH	* RU	*** RU	*** AC		*** RU	*** RU			*** RU
BEAUTIFUL	* AM	** EN	*** RU		*** IN	* JE		** RU	
PRECISE		*** RU	*** RU		*** RU	*** RU	*** RU	*** RU	** RU

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 63 COMPARISON OF THE CONCEPTS INSIDE THE INDIAN GROUP

ME COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS
ACTIVE	*** AM	*** ME		** GE	** ME	*** ME	*** ME		*** RU
HUMOROUS		*** ME	*** ME	*** ME	*** ME	*** ME	** ME	*** ME	*** ME
SUCCESSFUL	*** AM		*** ME	*** GE		*** JE	*** ME	*** AK	*** RU
THOUGHTFUL	* ME	*** ME	*** ME	*** ME		*** ME	*** ME	*** ME	
EFFICIENT	*** AM	* ME	*** ME	*** GE		* JE	*** ME	** ME	*** RU
SINCERE	*** ME	*** ME	*** ME	*** ME	*** ME	*** ME	*** ME	*** ME	*** ME
SIMPLE	*** ME	*** ME	*** AC	*** ME		*** ME	*** ME	*** ME	*** ME
WISE	*** AM		*** ME	*** GE	** IN	*** JE	*** ME	*** ME	*** RU
WARM	*** ME	*** ME	*** ME	*** ME	** ME	*** ME	*** ME	*** ME	*** ME
HAPPY	** AM	*** ME	*** ME	*** ME	*** ME	*** ME	*** ME	*** ME	*** ME
CALM	*** ME	* EN	*** ME				*** ME	** ME	
OPEN	*** AM	*** ME		*** ME	*** ME	*** ME	*** CO	** ME	*** ME
PROGRESSIVE	*** AM	*** ME	*** ME	*** ME	*** ME	*** ME	*** ME	*** ME	
FAMILIAR		** ME	*** ME	*** ME	** IN	*** ME		*** ME	*** ME
FAST	*** AM	*** ME	*** ME	* GE	*** ME	** ME		*** ME	*** RU
CAREFUL			*** ME	* GE	* IN	*** JE	*** ME	*** ME	*** RU
RELAXED				*** ME	* ME			** ME	* ME
TOUGH	*** AM		*** AC	*** GE			*** CO	*** AK	*** RU
BEAUTIFUL	** AM	* EN	*** ME		*** IN	* JE		** ME	
PRECISE		*** ME	*** ME	* GE	*** ME		*** ME	*** ME	** RU

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 64 ROTATED FACTOR-MATRIX OF THE CONCEPTS FOR THE INDIAN GROUP

	FIRST FACTOR	SECOND FACTOR	THIRD FACTOR	1	2	1
					H	
THE AMERICANS	0.44	0.47	0.68		0.88	
THE ENGLISH	0.43	-0.14	0.81		0.86	
THE AFRICANS	0.00	0.83	-0.05		0.69	
THE GERMANS	0.88	0.03	0.38		0.92	
THE INDIANS	0.35	0.06	0.89		0.92	
THE JEWS	0.70	-0.34	0.59		0.95	
THE COLOUREDS	-0.01	0.88	0.18		0.81	
THE AFRIKANERS	0.76	0.25	0.27		0.71	
THE RUSSIANS	0.88	-0.10	0.36		0.91	
ME-CONCEPT	0.33	0.32	0.86		0.95	
Variance	32%	20%	34%		86%	

TABLE NO 65 COMPARISON OF THE CONCEPTS INSIDE THE COLOURED GROUP

THE AMERICANS COMPARED WITH

	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM	*** AM		*** AM	*** AM	*** AM	*** AM		*** AM
HUMOROUS		** AM	*** AM	*** AM	*** AM	*** CO	*** AM	*** AM	* ME
SUCCESSFUL	*** AM	*** AM	* AM	*** AM		*** AM	*** AM	** RU	*** AM
THOUGHTFUL		*** AM		*** AM	* AM	*** AM	*** AM		** AM
EFFICIENT		*** AM		*** AM	*** AM	*** AM	*** AM		*** AM
SINCERE	* EN		* AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** ME
SIMPLE	*** EN	*** AC		*** IN	* JE	*** CO	*** AK		** ME
WISE	** AM	*** AM		*** AM	*** AM	*** AM	*** AM		*** AM
WARM	* AM	* AM	*** AM	*** AM	** AM	*** CO	*** AM	*** AM	
HAPPY		*** AM	*** AM	*** AM	*** AM	*** AM	*** AM		
CALM	** EN	** AM							*** ME
OPEN	*** AM		*** AM	*** AM	*** AM		** AM	*** AM	
PROGRESSIVE	*** AM	*** AM	** AM	*** AM	*** AM	*** AM	*** AM		*** AM
FAMILIAR		*** AM	*** AM	*** AM	*** AM	** CO	** AM	*** AM	
FAST	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	** AM	*** AM
CAREFUL	** EN	* AM	*** GE			** AM		*** RU	* ME
RELAXED		*** AM	** AM		** AM		* AM	*** AM	
TOUGH	** AM	*** AC	** GE	*** AM	*** AM	* AM		*** RU	*** AM
BEAUTIFUL		*** AM		* AM			*** AM	*** AM	*** AM
PRECISE		*** AM		*** AM	* AM	** AM	* AM		

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ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 66 COMPARISON OF THE CONCEPTS INSIDE THE COLOURED GROUP

THE ENGLISH COMPARED WITH

	AMERICANS	AFRICANS	GERMANS	INDIANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM	* EN	*** GE	*** EN				*** RU	
HUMOROUS		** EN	*** EN	*** EN	*** EN	*** CO	** EN	*** EN	* ME
SUCCESSFUL	*** AM	*** EN	* GE	* EN		** EN		*** RU	
THOUGHTFUL		*** EN		*** EN		*** EN	*** EN		* EN
EFFICIENT		*** EN		*** EN	** EN	*** EN	*** EN	* RU	*** EN
SINCERE	* EN		*** EN	*** EN	*** EN		*** EN	*** EN	
SIMPLE	*** EN	** AC	*** EN			** CO	* AK	*** EN	
WISE	** AM	*** EN		*** EN		*** EN	*** EN		*** EN
WARM	* AM		* EN			*** CO		*** EN	*** ME
HAPPY		*** EN	*** EN	*** EN	** EN	* EN		*** EN	
CALM	** EN	*** EN	* EN	** EN	* EN		* EN		
OPEN	*** AM	** AC				*** CO			** ME
PROGRESSIVE	*** AM		*** GE			** CO		*** RU	*** ME
FAMILIAR		*** EN	*** EN	*** EN	*** EN	*** CO	** EN	*** EN	
FAST	*** AM	*** EN	** GE	*** EN			** EN	*** RU	
CAREFUL	** EN	*** EN		*** EN		*** EN	** EN		
RELAXED		** EN	* EN					*** EN	
TOUGH	*** AM	*** AC	*** GE			*** CO	*** AK	*** RU	* ME
BEAUTIFUL		*** EN		* EN	** EN		*** EN	*** EN	*** EN
PRECISE		*** EN		*** EN		*** EN	** EN		

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 67 COMPARISON OF THE CONCEPTS INSIDE THE COLOURED GROUP

THE AFRICANS COMPARED WITH

	AMERICANS	ENGLISH	GERMANS	INDIANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM	* EN	*** GE					*** RU	
HUMOROUS	** AM	** EN	* AC	** AC	** AC	*** CO		*** AC	*** ME
SUCCESSFUL	*** AM	*** EN	*** GE	** IN	*** JE	*** CO	*** AK	*** RU	*** ME
THOUGHTFUL	*** AM	*** EN	*** GE		*** JE			*** RU	*** ME
EFFICIENT	*** AM	*** EN	*** GE		** JE			*** RU	*** ME
SINCERE			** AC	*** AC	*** AC		*** AC	*** AC	* ME
SIMPLE	*** AC	** AC	*** AC	*** AC	** AC			*** AC	** AC
WISE	*** AM	*** EN	*** GE		*** JE			*** RU	
WARM	* AM					*** CO		*** AC	*** ME
HAPPY	*** AM	*** EN				* CO	*** AK		*** ME
CALM	** AM	*** EN	*** GE	* IN	* JE	*** CO	*** AK	*** RU	*** ME
OPEN		** AC	* AC	*** AC	*** AC		* AC	*** AC	
PROGRESSIVE	*** AM		*** GE			*** CO	* AK	*** RU	*** ME
FAMILIAR	*** AM	*** EN				*** CO	** AK		*** ME
FAST	*** AM	*** EN	*** GE		** JE	*** CO	* AK	*** RU	*** ME
CAREFUL	* AM	*** EN	*** GE		** JE		* AK	*** RU	** ME
RELAXED	*** AM	** EN		** IN		*** CO	* AK	* AC	*** ME
TOUGH	*** AC	*** AC		*** AC	*** AC	*** AC	*** AC		*** AC
BEAUTIFUL	*** AM	*** EN	*** GE	*** IN	*** JE	*** CO	*** AK	*** RU	*** ME
PRECISE	*** AM	*** EN	*** GE	* IN	** JE	*** CO	*** AK	*** RU	*** ME

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 68 COMPARISON OF THE CONCEPTS INSIDE THE COLOURED GROUP

THE GERMANS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	INDIANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE		*** GE	*** GE	*** GE	*** GE	*** GE	*** GE		*** GE
HUMOROUS	*** AM	*** EN	* AC			*** CO		** GE	*** ME
SUCCESSFUL	* AM	* GE	*** GE	*** GE		*** GE	** GE	*** RU	* GE
THOUGHTFUL			*** GE	** GE			*** GE		
EFFICIENT			*** GE	*** GE	*** GE	*** GE	*** GE	* RU	*** GE
SINCERE	* AM	*** EN	** AC		* GE	*** CO	* GE	* GE	*** ME
SIMPLE		*** EN	*** AC	*** IN	*** JE	*** CO	*** AK		*** ME
WISE			*** GE	*** GE	* GE	*** GE	*** GE		*** GE
WARM	*** AM	* EN				*** CO		** GE	*** ME
HAPPY	*** AM	*** EN					*** AK		*** ME
CALM		* EN	*** GE	* GE					
OPEN	*** AM		* AC	* GE	** GE	*** CO		*** GE	* ME
PROGRESSIVE	** AM	*** GE	*** GE	*** GE	*** GE	* GE	** GE	* RU	
FAMILIAR	*** AM	*** EN				*** CO	*** AK	* GE	*** ME
FAST	*** AM	** GE	*** GE	*** GE	*** GE	*** GE	*** GE		** GE
CAREFUL	*** GE		*** GE	** GE		*** GE	* GE		
RELAXED	** AM	* EN		* IN		** CO	* AK	*** GE	** ME
TOUGH	** GE	*** GE		*** GE	*** GE	*** GE	** GE		*** GE
BEAUTIFUL			*** GE				* GE		* GE
PRECISE			*** GE	*** GE	*** GE	*** GE	*** GE		

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 69 COMPARISON OF THE CONCEPTS INSIDE THE COLOURED GROUP

THE INDIANS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM	*** EN		*** GE		* CO	* AK	*** RU	*** ME
HUMOROUS	*** AM	*** EN	** AC			*** CO	* AK	*** IN	*** ME
SUCCESSFUL	*** AM	* EN	** IN	*** GE	*** JE			*** RU	
THOUGHTFUL	*** AM	*** EN		** GE	** JE			** RU	* ME
EFFICIENT	*** AM	*** EN		*** GE	* JE			*** RU	* ME
SINCERE	*** AM	*** EN	*** AC		** IN	*** CO	** IN		*** ME
SIMPLE	*** IN		*** AC	*** IN		** CO	* AK	*** IN	
WISE	*** AM	*** EN		*** GE	* JE			*** RU	
WARM	*** AM					*** CO		*** IN	*** ME
HAPPY	*** AM	*** EN					*** AK	** IN	*** ME
CALM		** EN	* IN	* GE					*** ME
OPEN	*** AM		*** AC	* GE		*** CO	** AK		*** ME
PROGRESSIVE	*** AM			*** GE		* CO	* AK	*** RU	*** ME
FAMILIAR	*** AM	*** EN				*** CO	** AK	* IN	*** ME
FAST	*** AM	*** EN		*** GE	* JE	*** CO		*** RU	*** ME
CAREFUL		*** EN		** GE	* JE			*** RU	
RELAXED			** IN	* IN		* CO		*** IN	* ME
TOUGH	*** AM		*** AC	*** GE		*** CO	*** AK	*** RU	
BEAUTIFUL	* AM	* EN	*** IN						
PRECISE	*** AM	*** EN	* IN	*** GE	* JE		* AK	*** RU	*** ME

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 70 COMPARISON OF THE CONCEPTS INSIDE THE COLOURED GROUP

THE JEWS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM			*** GE				*** RU	
HUMOROUS	*** AM	** EN	** AC			*** CO	* AK	* JE	*** ME
SUCCESSFUL			*** JE		*** JE	** JE	** JE	*** RU	
THOUGHTFUL	* AM		*** JE		** JE		*** JE		
EFFICIENT	*** AM	** EN	** JE	*** GE	* JE			*** RU	
SINCERE	*** AM	*** EN	*** AC	* GE	** IN	*** CO			*** ME
SIMPLE	* JE		** AC	*** JE		** CO		*** JE	
WISE	*** AM		*** JE	* GE	* JE	** JE	*** JE	** RU	** JE
WARM	** AM					*** CO		*** JE	*** ME
HAPPY	*** AM	** EN					*** AK		*** ME
CALM		* EN	* JE					* RU	*** ME
OPEN	*** AM		*** AC	** GE		*** CO	* AK		*** ME
PROGRESSIVE	*** AM			*** GE		* CO		*** RU	** ME
FAMILIAR	*** AM	*** EN				*** CO	* AK	** JE	*** ME
FAST	*** AM		** JE	*** GE	* JE			*** RU	
CAREFUL			** JE		* JE	*** JE		** RU	
RELAXED	** AM					** CO		*** JE	
TOUGH	*** AM		*** AC	*** GE		*** CO	*** AK	*** RU	* ME
BEAUTIFUL		** EN	*** JE						
PRECISE	* AM		** JE	*** GE	* JE			** RU	

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 71 COMPARISON OF THE CONCEPTS INSIDE THE COLOURED GROUP

THE COLOURED COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM			*** GE	* CO			*** RU	
HUMOROUS	*** CO	*** CO	*** CO	*** CO	*** CO	*** CO	*** CO	*** CO	** CO
SUCCESSFUL	*** AM	** EN	*** CO	*** GE		** JE		*** RU	* ME
THOUGHTFUL	*** AM	*** EN						** RU	* ME
EFFICIENT	*** AM	*** EN		*** GE				*** RU	
SINCERE				*** CO	*** CO	*** CO	*** CO	*** CO	
SIMPLE	*** CO	** CO		*** CO	** CO	** CO		*** CO	* CO
WISE	*** AM	*** EN		*** GE		** JE		*** RU	
WARM	*** CO	*** CO	*** CO	*** CO	*** CO	*** CO	*** CO	*** CO	* CO
HAPPY	*** AM	* EN	* CO				* AK	* CO	*** ME
CALM			*** CO						
OPEN		*** CO		*** CO	*** CO	*** CO	*** CO	*** CO	** CO
PROGRESSIVE	*** AM	** CO	*** CO	* GE	* CO	* CO		*** RU	
FAMILIAR	** CO	*** CO	*** CO	*** CO	*** CO	*** CO	*** CO	*** CO	** CO
FAST	*** AM		*** CO	*** GE	*** CO		* CO	*** RU	
CAREFUL	** AM	*** EN		*** GE		*** JE	** AK	*** RU	*** ME
RELAXED			*** CO	** CO	* CO	** CO		*** CO	
TOUGH	* AM	*** CO	*** AC	*** GE	*** CO	*** CO	* AK	*** RU	*** CO
BEAUTIFUL			*** CO				* CO	* CO	** CO
PRECISE	** AM	*** EN	*** CO	*** GE				*** RU	*** ME

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ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 72 COMPARISON OF THE CONCEPTS INSIDE THE COLOURED GROUP

THE AFRIKANERS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	COLOURED	RUSSIANS	ME
ACTIVE	*** AM			*** GE	* AK			*** RU	* ME
HUMOROUS	*** AM	** EN			* AK	* AK	*** CO	*** AK	*** ME
SUCCESSFUL	*** AM		*** AK	** GE		** JE		*** RU	
THOUGHTFUL	*** AM	*** EN		*** GE		*** JE		*** RU	*** ME
EFFICIENT	*** AM	*** EN		*** GE				*** RU	
SINCERE	*** AM	*** EN	*** AC	* GE	** IN		*** CO		*** ME
SIMPLE	*** AK	* AK		*** AK	* AK			*** AK	** AK
WISE	*** AM	*** EN		*** GE		*** JE		*** RU	
WARM	*** AM						*** CO	*** AK	*** ME
HAPPY			*** AK	*** AK	*** AK	*** AK	* AK	*** AK	
CALM		* EN	*** AK						** ME
OPEN	** AM		* AC		** AK	* AK	*** CO	*** AK	
PROGRESSIVE	*** AM		* AK	** GE	* AK			*** RU	
FAMILIAR	** AM	** EN	** AK	** AK	** AK	* AK	*** CO	*** AK	* ME
FAST	*** AM	** EN	* AK	*** GE			* CO	*** RU	** ME
CAREFUL		** EN	* AK	* GE			** AK	*** RU	
RELAXED	* AM		* AK	* AK				*** AK	
TOUGH		*** AK	*** AC	** GE	*** AK	*** AK	* AK	*** RU	*** AK
BEAUTIFUL	*** AM	*** EN	*** AK	* GE			* CO		
PRECISE	* AM	** EN	*** AK	*** GE	** AK			*** RU	** ME

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 73 COMPARISON OF THE CONCEPTS INSIDE THE COLOURED GROUP

THE RUSSIANS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	COLOURED	AFRIKANERS	ME
ACTIVE		*** RU	*** RU		*** RU	*** RU	*** RU	*** RU	*** RU
HUMOROUS	*** AM	*** EN	*** AC	** GE	*** IN	* JE	*** CO	*** AK	*** ME
SUCCESSFUL	** RU	*** RU	*** RU	*** RU	*** RU	*** RU	*** RU	*** RU	*** RU
THOUGHTFUL			*** RU		** RU		* RU	*** RU	
EFFICIENT		* RU	*** RU	* RU	*** RU	*** RU	*** RU	*** RU	*** RU
SINCERE	*** AM	*** EN	*** AC	* GE			*** CO		*** ME
SIMPLE		*** EN	*** AC		*** IN	*** JE	*** CO	*** AK	*** ME
WISE			*** RU		*** RU	** RU	*** RU	*** RU	*** RU
WARM	*** AM	*** EN	*** AC	** GE	*** IN	*** JE	*** CO	*** AK	*** ME
HAPPY	*** AM	*** EN			** IN		* CO	*** AK	*** ME
CALM			*** RU			* RU			
OPEN	*** AM		*** AC	*** GE			*** CO	*** AK	*** ME
PROGRESSIVE		*** RU	*** RU	* RU	*** RU	*** RU	*** RU	*** RU	*** RU
FAMILIAR	*** AM	*** EN		* GE	* IN	** JE	*** CO	*** AK	*** ME
FAST	** AM	*** RU	*** RU		*** RU	*** RU	*** RU	*** RU	*** RU
CAREFUL	*** RU		*** RU		*** RU	** RU	*** RU	*** RU	*** RU
RELAXED	*** AM	*** EN	* AC	*** GE	*** IN	*** JE	*** CO	*** AK	*** ME
TOUGH	*** RU	*** RU			*** RU	*** RU	*** RU	*** RU	*** RU
BEAUTIFUL	*** AM	*** EN	*** RU				* CO		
PRECISE			*** RU		*** RU	** RU	*** RU	*** RU	

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 74 COMPARISON OF THE CONCEPTS INSIDE THE COLOURED GROUP

ME COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS
ACTIVE	*** AM			*** GE	*** ME			* ME	*** RU
HUMDROUS	* ME	* ME	*** ME	*** ME	*** ME	*** ME	** CO	*** ME	*** ME
SUCCESSFUL	*** AM		*** ME	* GE			* ME		*** RU
THOUGHTFUL	** AM	* EN	*** ME		* ME		* ME	*** ME	
EFFICIENT	*** AM	*** EN	*** ME	*** GE	* ME				*** RU
SINCERE	*** ME		* ME	*** ME	*** ME	*** ME		*** ME	*** ME
SIMPLE	** ME		** AC	*** ME			* CO	** AK	*** ME
WISE	*** AM	*** EN		*** GE		** JE			*** RU
WAR'M		*** ME	*** ME	*** ME	*** ME	*** ME	* CO	*** ME	*** ME
HAPPY			*** ME	*** ME	*** ME	*** ME	** ME		*** ME
CALM	*** ME		*** ME		*** ME	*** ME		** ME	
OPEN		** ME		* ME	*** ME	*** ME	** CO		*** ME
PROGRESSIVE	*** AM	*** ME	*** ME		*** ME	** ME			*** RU
FAMILIAR			*** ME	*** ME	*** ME	*** ME	** CO	* ME	*** ME
FAST	*** AM		*** ME	** GE	*** ME			** ME	*** RU
CAREFUL	* ME		** ME				*** ME		*** RU
RELAXED			*** ME	** ME	* ME				*** ME
TOUGH	*** AM	* ME	*** AC	*** GE		* ME	** CO	*** AK	*** RU
BEAUTIFUL	*** AM	*** EN	*** ME	* GE			** CO		
PRECISE			*** ME		*** ME		*** ME	** ME	

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 75 ROTATED FACTOR-MATRIX OF THE CONCEPTS FOR THE COLOURED GROUP

	FIRST FACTOR	SECOND FACTOR	THIRD FACTOR	1	2 H	
THE AMERICANS	0.72	0.46	0.43		0.91	
THE ENGLISH	0.72	0.65	0.11		0.95	
THE AFRICANS	0.31	0.12	0.57		0.44	
THE GERMANS	0.37	0.65	0.64		0.97	
THE INDIANS	0.46	0.81	0.17		0.90	
THE JEWS	0.45	0.87	0.18		0.99	
THE COLOUREDS	0.90	0.21	0.36		0.98	
THE AFRIKANERS	0.73	0.35	0.54		0.95	
THE RUSSIANS	0.08	0.72	0.51		0.78	
ME-CONCEPT	0.81	0.44	0.30		0.94	
Variance	37%	33%	18%		88%	

TABLE NO 76 COMPARISON OF THE CONCEPTS INSIDE THE AFRICAN GROUP

THE AMERICANS COMPARED WITH

	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM	*** AM	** AM	*** AM	*** AM	*** AM	*** AM		*** AM
HUMOROUS	** AM		*** AM	*** AM	*** AM		*** AM	*** AM	
SUCCESSFUL	*** AM	*** AM	** AM	*** AM	** AM	*** AM	* AM		*** AM
THOUGHTFUL	*** AM	*** AM	** AM	*** AM	* AM	*** AM	*** AM		*** AM
EFFICIENT	** AM	*** AM		*** AM		*** AM	** AM		* AM
SINCERE			* AM	*** AM		*** AM	* AM	** AM	*** ME
SIMPLE		*** AC				*** CO		*** AM	*** ME
WISE	** AM	*** AM		*** AM		*** AM	*** AM		*** AM
WARM		** AC	** AM	** AM		* AM	** AM	** AM	* ME
HAPPY	** AM	*** AM	*** AM	*** AM	* AM	** AM		*** AM	*** AM
CALM	*** EN			*** IN	* JE				*** ME
OPEN	*** AM		*** AM	*** AM	*** AM	* AM	** AM	*** AM	*** AM
PROGRESSIVE	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	* AM	*** AM
FAMILIAR			*** AM	*** AM	*** AM		** AM	*** AM	
FAST	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	*** AM	* AM	*** AM
CAREFUL		*** AM		** AM		*** AM	* AM	* RU	
RELAXED			* AM			** CO		* AM	
TOUGH	*** AM	*** AC	*** GE	** AM		** AM	*** AK	*** RU	* AM
BEAUTIFUL			*** AM	* IN	** AM	*** AM	*** AM	*** AM	
PRECISE		* AM		*** AM		*** AM			

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 77 COMPARISON OF THE CONCEPTS INSIDE THE AFRICAN GROUP

THE ENGLISH COMPARED WITH

	AMERICANS	AFRICANS	GERMANS	INDIANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM		*** GE		* JE		** AK	*** RU	*** ME
HUMOROUS	** AM	** AC	* EN				** EN	* EN	* ME
SUCCESSFUL	*** AM	*** EN				*** EN		*** RU	
THOUGHTFUL	*** AM			*** EN		*** EN	** EN	*** RU	
EFFICIENT	** AM	* EN	** GE	* EN	* JE	*** EN		** RU	
SINCERE				** EN		*** EN	* EN	* EN	*** ME
SIMPLE		*** AC				*** CO		*** EN	*** ME
WISE	** AM			** EN		*** EN	*** EN	* RU	
WARM		* AC	* EN				* EN		*** ME
HAPPY	** AM	* EN	** EN				* AK		
CALM	*** EN	*** EN	*** EN		** EN	*** EN	*** EN	*** EN	
OPEN	*** AM	** AC				*** CO	** AK		
PROGRESSIVE	*** AM		*** GE			* EN		*** RU	* ME
FAMILIAR			*** EN	*** EN	*** EN		** EN	*** EN	
FAST	*** AM		** GE					*** RU	
CAREFUL		*** EN		*** EN	** EN	*** EN	** EN	* RU	** EN
RELAXED			** EN				** EN	** EN	
TOUGH	*** AM	*** AC	*** GE		*** JE		*** AK	*** RU	
BEAUTIFUL			*** EN		* EN	*** EN	*** EN	*** EN	
PRECISE				* EN		** EN			*** ME

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 78 COMPARISON OF THE CONCEPTS INSIDE THE AFRICAN GROUP

THE AFRICANS COMPARED WITH

	AMERICANS	ENGLISH	GERMANS	INDIANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM		*** GE			** AC		*** RU	
HUMOROUS		** AC	*** AC	*** AC	*** AC	** AC	*** AC	*** AC	
SUCCESSFUL	*** AM	*** EN	*** GE	*** IN	*** JE		*** AK	*** RU	*** ME
THOUGHTFUL	*** AM		* GE	* AC		*** AC		*** RU	
EFFICIENT	*** AM	* EN	*** GE		* JE	* AC		*** RU	* ME
SINCERE			** AC	*** AC	* AC	*** AC	*** AC	*** AC	** ME
SIMPLE	*** AC	*** AC	*** AC	*** AC	*** AC		*** AC	*** AC	
WISE	*** AM			** AC		*** AC	*** AC	** RU	
WARM	** AC	* AC	*** AC	*** AC	** AC	*** AC	*** AC	*** AC	
HAPPY	*** AM	* EN		* IN	* JE	** OO	*** AK		** ME
CALM		*** EN		** IN		* AC			** ME
OPEN		** AC	*** AC	*** AC	** AC			*** AC	
PROGRESSIVE	*** AM		*** GE		* JE	** AC	* AK	*** RU	*** ME
FAMILIAR			*** AC	*** AC	*** AC	* AC	*** AC	*** AC	
FAST	*** AM		*** GE					*** RU	
CAREFUL	*** AM	*** EN	** GE			*** AC		*** RU	
RELAXED			*** AC			* CO	** AC	*** AC	
TOUGH	*** AC	*** AC		*** AC	*** AC	*** AC			*** AC
BEAUTIFUL			*** AC	* IN	* AC	*** AC	*** AC	*** AC	
PRECISE	* AM							* RU	** ME

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 79 COMPARISON OF THE CONCEPTS INSIDE THE AFRICAN GROUP

THE GERMANS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	INDIANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE	** AM	*** GE	*** GE	** GE	** GE	*** GE	** GE		*** GE
HUMOROUS	*** AM	* EN	*** AC			*** CO			*** ME
SUCCESSFUL	** AM		*** GE			*** GE		*** RU	* GE
THOUGHTFUL	** AM		* GE	** GE		*** GE	** GE	** RU	* GE
EFFICIENT		** GE	*** GE	*** GE	* GE	*** GE	** GE		* GE
SINCERE	* AM		** AC	* GE		** GE		** GE	*** ME
SIMPLE			*** AC			*** CO		*** GE	*** ME
WISE				*** GE		*** GE	** GE		*** GE
WARM	** AM	* EN	*** AC		** JE	* CO			*** ME
HAPPY	*** AM	** EN				* CO	*** AK		
CALM		*** EN		** IN		** GE	** GE		
OPEN	*** AM		*** AC			*** CO	* AK		
PROGRESSIVE	*** AM	*** GE	*** GE	** GE		*** GE	* GE		
FAMILIAR	*** AM	*** EN	*** AC			*** CO	** AK	* GE	*** ME
FAST	*** AM	** GE	*** GE	*** GE	* GE	* GE	** GE	* RU	* GE
CAREFUL			** GE	** GE		*** GE	** GE	** RU	
RELAXED	* AM	** EN	*** AC	*** IN	* JE	*** CO			*** ME
TOUGH	*** GE	*** GE		*** GE	*** GE	*** GE			*** GE
BEAUTIFUL	*** AM	*** EN	*** AC	*** IN	** JE	* CO			* ME
PRECISE				** GE		** GE			* ME

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 80 COMPARISON OF THE CONCEPTS INSIDE THE AFRICAN GROUP

THE INDIANS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM			** GE	* JE		* AK	** RU	* ME
HUMOROUS	*** AM		** AC			** CO			** ME
SUCCESSFUL	*** AM		** IN			** IN		** RU	
THOUGHTFUL	*** AM	** EN	* AC	** GE	** JE	** IN		** RU	
EFFICIENT	*** AM	* EN		** GE	** JE			** RU	* ME
SINCERE	*** AM	** EN	** AC	* GE					** ME
SIMPLE			** AC			** CO		** IN	** ME
WISE	*** AM	** EN	** AC	** GE	** JE	** IN		** RU	
WARM	** AM		** AC		** JE	* CO			** ME
HAPPY	*** AM		* IN				* AK		
CALM	*** IN		** IN	** IN		** IN	** IN	* IN	
OPEN	*** AM		** AC			** CO	** AK		** ME
PROGRESSIVE	*** AM			** GE	* JE		* AK	** RU	** ME
FAMILIAR	*** AM	** EN	** AC			** CO		** IN	** ME
FAST	*** AM			** GE	* JE			** RU	
CAREFUL	** AM	** EN		** GE	* JE	** IN		** RU	
RELAXED				** IN	* IN		** IN	** IN	
TOUGH	** AM		** AC	** GE	** JE		** AK	** RU	
BEAUTIFUL	* IN		* IN	** IN	** IN	** IN	** IN	** IN	* IN
PRECISE	*** AM	* EN		** GE			** AK	** RU	** ME

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 81 COMPARISON OF THE CONCEPTS INSIDE THE AFRICAN GROUP

THE JEWS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	COLOURED	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM	* JE		*** GE	* JE	** JE		*** RU	
HUMOROUS	*** AM		*** AC			* CO	** JE	* JE	** ME
SUCCESSFUL	** AM		*** JE			*** JE		*** RU	* JE
THOUGHTFUL	* AM				*** JE	*** JE	*** JE	** RU	* JE
EFFICIENT		* JE	* JE	* GE	*** JE	*** JE	* JE		
SINCERE			* AC			*** JE			*** ME
SIMPLE			*** AC			*** CO		*** JE	*** ME
WISE					*** JE	*** JE	*** JE	* RU	* JE
WARM			** AC	** JE	** JE			*** JE	** ME
HAPPY	** AM		* JE				*** AK		
CALM	* JE	** EN				** JE	** JE		
OPEN	*** AM		** AC			*** CO			
PROGRESSIVE	*** AM		* JE		* JE	** JE		** RU	
FAMILIAR	*** AM	*** EN	*** AC			*** CO	* AK	*** JE	*** ME
FAST	*** AM			* GE	* JE	* JE	* JE	** RU	
CAREFUL		** EN			* JE	*** JE		*** RU	
RELAXED				* JE	* IN	*** CO		* JE	** ME
TOUGH		*** JE	*** AC	*** GE	** JE	** JE	*** AK	*** RU	
BEAUTIFUL	** AM	* EN	* AC	** JE	*** IN		* JE	* JE	
PRECISE						* JE		* RU	*** ME

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 82 COMPARISON OF THE CONCEPTS INSIDE THE AFRICAN GROUP

THE COLOURED COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	AFRIKANERS	RUSSIANS	ME
ACTIVE	*** AM		** AC	*** GE		** JE	*** AK	*** RU	*** ME
HUMOROUS			** AC	*** CO	** CO	* CO	*** CO	* CO	** ME
SUCCESSFUL	*** AM	*** EN		*** GE	*** IN	*** JE	*** AK	*** RU	*** ME
THOUGHTFUL	*** AM	*** EN	*** AC	*** GE	*** IN	*** JE	*** AK	*** RU	*** ME
EFFICIENT	*** AM	*** EN	* AC	*** GE		*** JE	*** AK	*** RU	*** ME
SINCERE	*** AM	*** EN	*** AC	** GE		*** JE			*** ME
SIMPLE	*** CO	*** CO		*** CO	*** CO	*** CO	** CO	*** CO	
WISE	*** AM	*** EN	*** AC	*** GE	*** IN	*** JE	* AK	*** RU	*** ME
WARM	* AM		*** AC	* CO	* CO		* CO	* CO	*** ME
HAPPY	** AM		** CO	* CO			* AK		
CALM		*** EN	* AC	** GE	*** IN	** JE		* RU	*** ME
OPEN	* AM	*** CO		*** CO	*** CO	*** CO		*** CO	** CO
PROGRESSIVE	*** AM	* EN	** AC	*** GE		** JE	*** AK	*** RU	*** ME
FAMILIAR			* AC	*** CO	*** CO	*** CO	** CO	*** CO	
FAST	*** AM			* GE		* JE		*** RU	
CAREFUL	*** AM	*** EN	*** AC	*** GE	*** IN	*** JE	*** AK	*** RU	*** ME
RELAXED	** CO		* CO	*** CO		*** CO	*** CO	*** CO	
TOUGH	** AM		*** AC	*** GE		** JE	*** AK	*** RU	
BEAUTIFUL	*** AM	*** EN	*** AC	* CO	*** IN		* CO		
PRECISE	*** AM	** EN		** GE		* JE	* AK	** RU	*** ME

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 83 COMPARISON OF THE CONCEPTS INSIDE THE AFRICAN GROUP

THE AFRIKANERS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	COLOURED	RUSSIANS	ME
ACTIVE	*** AM	** AK		** GE	* AK		*** AK	*** RU	
HUMOROUS	*** AM	** EN	*** AC			** JE	*** CO		*** ME
SUCCESSFUL	* AM		*** AK				*** AK	*** RU	* AK
THOUGHTFUL	*** AM	** EN		*** GE		*** JE	*** AK	*** RU	
EFFICIENT	** AM			** GE		* JE	*** AK	*** RU	
SINCERE	* AM	* EN	*** AC						*** ME
SIMPLE			*** AC				*** CO	*** AK	*** ME
WISE	*** AM	*** EN	*** AC	*** GE		*** JE	* AK	*** RU	** ME
WARM	** AM	* EN	*** AC				* CO		*** ME
HAPPY		* AK	*** AK	*** AK	* AK	*** AK	* AK	** AK	** AK
CALM		*** EN		** GE	*** IN	** JE		*** RU	*** ME
OPEN	** AM	** AK		* AK	** AK			*** AK	
PROGRESSIVE	*** AM		* AK	* GE	* AK		*** AK	*** RU	
FAMILIAR	** AM	** EN	*** AC	** AK		* AK	** CO	*** AK	*** ME
FAST	*** AM			** GE		* JE		*** RU	
CAREFUL	* AM	** EN		** GE			*** AK	*** RU	
RELAXED		*** EN	** AC		** IN		*** CO		*** ME
TOUGH	*** AK	*** AK			*** AK	*** AK	*** AK		*** AK
BEAUTIFUL	*** AM	*** EN	*** AC		*** IN	* JE	* CO		*** ME
PRECISE					** AK		* AK		* ME

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 84 COMPARISON OF THE CONCEPTS INSIDE THE AFRICAN GROUP

THE RUSSIANS COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	COLOURED	AFRIKANERS	ME
ACTIVE		*** RU	*** RU		** RU	*** RU	*** RU	*** RU	*** RU
HUMOROUS	*** AM	* EN	*** AC			* JE	* CO		*** ME
SUCCESSFUL		*** RU	*** RU	*** RU	*** RU	*** RU	*** RU	*** RU	*** RU
THOUGHTFUL		*** RU	*** RU	** RU	*** RU	** RU	*** RU	*** RU	*** RU
EFFICIENT		** RU	*** RU		*** RU		*** RU	*** RU	*** RU
SINCERE	** AM	* EN	*** AC	** GE					*** ME
SIMPLE	*** AM	*** EN	*** AC	*** GE	*** IN	*** JE	*** CO	*** AK	*** ME
WISE		* RU	** RU		*** RU	* RU	*** RU	*** RU	*** RU
WARM	** AM		*** AC			*** JE	* CO		*** ME
HAPPY	*** AM							** AK	
CALM		*** EN			* IN		* RU	** RU	
OPEN	*** AM		*** AC				*** CO	*** AK	* ME
PROGRESSIVE	* AM	*** RU	*** RU		*** RU	** RU	*** RU	*** RU	** RU
FAMILIAR	*** AM	*** EN	*** AC	* GE	*** IN	*** JE	*** CO	*** AK	*** ME
FAST	* AM	*** RU	*** RU	* RU	*** RU	** RU	*** RU	*** RU	** RU
CAREFUL	* RU	* RU	*** RU	** RU	*** RU	*** RU	*** RU	*** RU	*** RU
RELAXED	* AM	** EN	*** AC		*** IN	* JE	*** CO		*** ME
TOUGH	*** RU	*** RU			*** RU	*** RU	*** RU		*** RU
BEAUTIFUL	*** AM	*** EN	*** AC		*** IN	* JE			*** ME
PRECISE			* RU		** RU	* RU	** RU		

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 85 COMPARISON OF THE CONCEPTS INSIDE THE AFRICAN GROUP

ME COMPARED WITH

	AMERICANS	ENGLISH	AFRICANS	GERMANS	INDIANS	JEWS	COLOURED	AFRIKANERS	RUSSIANS
ACTIVE	*** AM	** ME		*** GE	* ME		*** ME		*** RU
HUMOROUS		* ME		*** ME	*** ME	** ME	** ME	*** ME	*** ME
SUCCESSFUL	*** AM		*** ME	* GE		* JE	*** ME	* AK	*** RU
THOUGHTFUL	*** AM			* GE		* JE	*** ME		*** RU
EFFICIENT	* AM		* ME	* GE	* ME		*** ME		*** RU
SINCERE	*** ME	*** ME	** ME	*** ME	*** ME	*** ME	*** ME	*** ME	*** ME
SIMPLE	*** ME	*** ME		*** ME	** ME	*** ME		*** ME	*** ME
WISE	*** AM			*** GE		* JE	*** ME	** ME	*** RU
WARM	* ME	*** ME		*** ME	*** ME	** ME	*** ME	*** ME	*** ME
HAPPY	*** AM		** ME					** AK	
CALM	*** ME		** ME				*** ME	*** ME	
OPEN	*** AM				** ME		** CO		* ME
PROGRESSIVE	*** AM	* ME	*** ME		** ME		*** ME		** RU
FAMILIAR				*** ME	*** ME	*** ME		*** ME	*** ME
FAST	*** AM			* GE					** RU
CAREFUL		** EN					*** ME		*** RU
RELAXED				*** ME		** ME		*** ME	*** ME
TOUGH	* AM		*** AC	*** GE				*** AK	*** RU
BEAUTIFUL				* ME	* IN			*** ME	*** ME
PRECISE		*** ME	** ME	* ME	*** ME	*** ME	*** ME	* ME	

ABBREVIATIONS INDICATE THE GROUP WITH SIGNIFICANTLY HIGHER SCORES ON THE ADJECTIVES MENTIONED

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 86 ROTATED FACTOR-MATRIX OF THE CONCEPTS FOR THE AFRICAN GROUP

	FIRST FACTOR	SECOND FACTOR	THIRD FACTOR	1	2	1
					H	
THE AMERICANS	0.58	0.55	0.54		0.93	
THE ENGLISH	0.25	0.89	0.24		0.91	
THE AFRICANS	0.36	0.30	0.70		0.71	
THE GERMANS	0.95	0.28	0.03		0.98	
THE INDIANS	0.25	0.80	-0.14		0.72	
THE JEWS	0.81	0.58	0.04		0.99	
THE COLOUREDS	-0.19	-0.09	0.68		0.51	
THE AFRIKANERS	0.82	0.12	0.34		0.80	
THE RUSSIANS	0.92	0.31	-0.21		0.99	
ME-CONCEPT	0.26	0.72	0.60		0.95	
Variance	38%	29%	18%		85%	

TABLE NO 87 COMPARISON OF GROUP-SELF-IMAGES

	AK/AK VS. EN/EN	AK/AK VS. JE/JE	AK/AK VS. IN/IN	AK/AK VS. CO/CO	AK/AK VS. AC/AC	EN/EN VS. JE/JE	EN/EN VS. IN/IN	EN/EN VS. CO/CO	EN/EN VS. AC/AC	JE/JE VS. IN/IN	JE/JE VS. CO/CO	JE/JE VS. AC/AC	IN/IN VS. CO/CO	IN/IN VS. AC/AC	CO/CO VS. AC/AC
ACTIVE	****AK		****AK	****AK	***AK	***JE		*CO		***JE	***JE	***JE			
HUMOROUS	***AK	**JE	****AK	*CO		***JE		***CO		***JE		*JE	***CO	*AC	
SUCCESSFUL	****AK	***JE	***AK	****AK	****AK	***JE			***EN	***JE	***JE	***JE	*IN	***IN	***CO
THOUGHTFUL			***AK	***AK									*IN		
EFFICIENT	*AK		*AK	****AK	****AK	*JE		*EN	***EN	*JE	***JE	***JE	**IN	***IN	
SINCERE	****AK	***AK	****AK	***AK	***AK										
SIMPLE	****AK	****AK	**IN		***AC	***EN	***IN		***AC	***IN	***CO	***AC	***IN	*AC	***AC
WISE	****AK		***AK	****AK	***AK	***JE	*IN				*JE				
WARM	****AK		****AK	***AK	*AK	***JE		***CO		***JE		*JE	*CO		*CO
HAPPY	****AK		****AK	****AK	****AK		***EN		***EN	***JE	***JE	***JE	*CO	*IN	***CO
CALM	*EN	****AK			***AK	***EN	*EN		***EN	***IN	***CO	***AC			*CO
OPEN	****AK		****AK			***JE		***CO	*AC	***JE			***CO	*AC	
PROGRESSIVE	****AK		****AK	****AK	****AK	***JE	*IN	***CO		***JE	***JE	***JE		*IN	*CO
FAMILIAR	****AK			*AK		***JE	***IN	***CO	***AC		*JE				
FAST	****AK		****AK	****AK	****AK	***JE		*CO		***JE	*JE	***JE			*CO
CAREFUL	***AK			****AK	****AK		*IN	*EN	*EN		***JE	***JE	***IN	***IN	
RELAXED			****AK		***AK		***EN		***EN				*CO		*CO
TOUGH	****AK	****AK	***AK		*AC	*EN		***CO	***AC		***CO	***AC	***CO	***AC	
BEAUTIFUL	****AK	****AK	****AK	****AK	***AK		***IN	***CO		*IN	*CO				
PRECISE	****AK	****AK	****AK	****AK	****AK				*EN						

FOR ABBREVIATIONS SEE PAGE

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

LETTERS BEFORE THE SLASH INDICATE THE CONCEPT TO BE RATED  
 LETTERS BEHIND THE SLASH INDICATE THE GROUP WHO IS RATING

TABLE NO 88 COMPARISON OF THE GROUP-SELF-IMAGE AND THE RATINGS OF THAT GROUP BY THE OTHER GROUPS

CONCEPT - THE AFRIKANERS

CONCEPT - THE ENGLISH

CONCEPT - THE JEWS

	AFRIKAANS SUBJECTS					VS.	ENGLISH SUBJECTS					VS.	JEWISH SUBJECTS				
	ENG.	JEW.	IND.	COL.	AFC.		AFK.	JEW.	IND.	COL.	AFC.		AFK.	ENG.	IND.	COL.	AFC.
ACTIVE	AK	AK	*AK	AK			**EN		**CO		***JE	**JE	***JE	**JE	**JE		
HUMOROUS	AK	AK	AK	AK	AK	**EN	*EN	**EN		*EN	***JE	***JE	***JE	***JE	***JE		
SUCCESSFUL	AK	AK		*AK										*JE	*JE		
THOUGHTFUL	AK	AK	AK	AK	*AK			**EN									
EFFICIENT	AK	AK	AK	AK	*AK									***JE			
SINCERE	*AK	AK	AK	AK	AK		*EN	***EN			***JE	**JE	*JE	**JE	**JE		
SIMPLE					*AK	*EN		***IN		*AC			***IN	**CO	**AC		
WISE	AK	AK	AK	AK	AK			**CO					**IN				
WARM	*AK	AK	AK	AK	AK	**EN		**EN		*EN	***JE	***JE	***JE	***JE	***JE		
HAPPY				*AK							*JE	***JE	***JE	***JE	***JE		
CALM					AK	*EN					***AK	***EN	***IN	***CO	***AC		
OPEN	AK	AK	AK	AK		AK		**EN			*JE	*JE	***JE	***JE	*JE		
PROGRESSIVE	AK	AK	AK	AK	AK	AK	*EN					*JE	***JE	***JE	*JE		
FAMILIAR	AK	AK	AK	AK	AK	AK			*CO	*AC	*JE	***JE	***JE	***JE	***JE		
FAST	AK	AK	AK	AK	AK			***CO			***JE	*JE	***JE	*JE	*JE		
CAREFUL	AK	*AK	AK	*AK	***AK			*CO				*EN					
RELAXED			AK	*AK	AK		*EN	*EN		***EN							
TOUGH			***IN		*AC	**EN		**EN		*EN	*AK				**AC		
BEAUTIFUL	AK	AK	AK	AK	AK			*IN	***CO			*JE					
PRECISE	AK	AK	AK	AK	*AK	*AK		***CO			*AK	*EN					

FOR ABBREVIATIONS SEE PAGE

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 89 COMPARISON OF THE GROUP-SELF-IMAGE AND THE RATINGS OF THAT GROUP BY THE OTHER GROUPS

CONCEPT - THE INDIANS

CONCEPT - THE COLOURED

CONCEPT - THE AFRICANS

	INDIAN SUBJECTS VS.					COLOURED SUBJECTS VS.					AFRICAN SUBJECTS VS.				
	AFK.	ENG.	JEW.	COL.	AFC.	AFK.	ENG.	JEW.	IND.	AFC.	AFK.	ENG.	JEW.	IND.	COL.
ACTIVE	***IN	**IN	***IN			***CO	***CO			**CO	***AC	***AC	*AC	*IN	
HUMOROUS	***IN	***IN	**IN	***IN	**IN	*CO			***CO	***CO	***AC	***AC		**AC	**AC
SUCCESSFUL	**IN	***IN		*IN		***CO	***CO	***CO	***CO	***CO	**AC	*AC	*AC	***AC	
THOUGHTFUL	***IN	***IN	***IN	*IN	**IN	***CO	***CO	***CO	***CO	***CO	***AC	***AC	**AC	***AC	
EFFICIENT	***IN	***IN		***IN	***IN	**CO	***CO	***CO	**CO	**CO	***AC	***AC	***AC		
SINCERE	***IN	***IN	***IN	**IN	***IN	***CO	***CO	***CO	***CO	***CO	***AC	*AC		**AC	
SIMPLE	***IN	***IN	***IN	***IN	***IN	**AK	**EN			**AC	*AC			**AC	
WISE	***IN	***IN			**IN	***CO	***CO	***CO	***CO	***CO	***AC	***AC	***AC	***AC	***AC
WARM	***IN	***IN	*IN	***IN	***IN	***CO	***CO		***CO	***CO			*JE		
HAPPY	**AK			**CO							***AK	***EN	*JE		
CALM						***CO	***CO	***CO	**CO	***CO	***AC	***AC	***AC	***AC	
OPEN	*AK														
PROGRESSIVE		**IN	*IN		*IN	***CO	***CO		**CO	***CO	***AC			***AC	
FAMILIAR	***IN	***IN	***IN	***IN	***IN	***CO	***CO	**CO	***CO	*CO	**AC	***AC	***AC	***AC	***AC
FAST	**IN					***CO	***CO				***AC	***AC	***AC		
CAREFUL	***IN	***IN	**IN	**IN	***IN	***CO	***CO	***CO	***CO	***CO	***AC	***AC	***AC	***AC	
RELAXED	*AK					*AK	*EN				***AK	***EN	***JE		*AC
TOUGH	***AK				*IN		**CO		*IN	***CO	***AK			***IN	***CO
BEAUTIFUL	**IN	***IN				***CO	***CO	***CO	***CO	***CO	***AC	***AC	*AC	***AC	**AC
PRECISE	***IN	***IN	**IN	*IN	***IN	***CO	***CO	***CO	***CO	***CO	***AC	***AC	***AC	***AC	

FOR ABBREVIATIONS SEE PAGE

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 90 COMPARISON OF THE GROUPS AS REGARDS THEIR RATINGS OF CONCEPTS REPRESENTING GROUPS IN SOUTH AFRICA  
 - EXCLUDING THE GROUP-SELF-IMAGES

CONCEPT - THE AFRIKANERS

	ENGLISH SUBJECTS				JEWISH SUBJECTS			INDIAN SUBJECTS		COLOURED SUBJECTS
	JEW.	IND.	COL.	AFC.	IND.	COL.	AFC.	COL.	AFC.	AFC.
ACTIVE							* AC			
HUMOROUS			** CO			*** CO		** CO		*** CO
SUCCESSFUL		** IN		* AC	** IN		* AC			
THOUGHTFUL	** EN	*** EN				** CO	** AC	*** CO	* AC	
EFFICIENT										
SINCERE	* EN	*** EN	*** EN	*** EN	* JE		* JE			
SIMPLE				** EN			** JE			
WISE	* EN					** CO		* CO		* CO
WARM		*** EN	*** EN	*** EN	*** JE		*** JE	* CO	* AC	* CO
HAPPY										
CALM				** EN			** JE		** IN	*** CO
OPEN				* AC			** AC	* CO	** AC	
PROGRESSIVE	*** EN		*** CO	*** AC	*** IN	*** CO	*** AC	* CO	** AC	
FAMILIAR								* CO		
FAST		** IN	*** CO	* AC	** IN	*** CO	* AC			
CAREFUL										
RELAXED		*** EN		*** EN	** JE		*** JE			** CO
TOUGH		** IN						* IN		
BEAUTIFUL	* EN		** CO			*** CO		* CO		*** CO
PRECISE						* CO				

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FOR ABBREVIATIONS SEE PAGE

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 91 COMPARISON OF THE GROUPS AS REGARDS THEIR RATINGS OF CONCEPTS REPRESENTING GROUPS IN SOUTH AFRICA  
 - EXCLUDING THE GROUP-SELF-IMAGES

CONCEPT - THE ENGLISH

	AFRIKAANS SUBJECTS				JEWISH SUBJECTS				INDIAN SUBJECTS		COLOURED SUBJECTS
	JEW.	IND.	COL.	AFC.	IND.	COL.	AFC.	COL.	AFC.	AFC.	
ACTIVE			*** CO		** IN	*** CO	** AC	** CO		* CO	
HUMOROUS			** CO			** CO		** CO		* CO	
SUCCESSFUL			* CO					** CO			
THOUGHTFUL			** CO	* AC	* JE			*** CO	*** AC		
EFFICIENT						* CO		* CO			
SINCERE		*** AK	* CO		* JE	* CO		*** CO	* AC	* CO	
SIMPLE		*** IN		** AC	*** IN		* AC	* IN		* AC	
WISE	* AK		* CO			*** CO	* AC	** CO			
WARM			* CO		* JE			* CO			
HAPPY			** CO					** CO		* CO	
CALM											
OPEN	*** AK	*** AK	** AK	*** AK							
PROGRESSIVE	*** AK	*** AK	** AK		* IN	* CO	** AC				
FAMILIAR	** AK	*** AK				* CO	* AC	* CO	* AC		
FAST	** AK		* CO		** IN	*** CO		*** CO		*** CO	
CAREFUL			*** CO	* AC		* CO		* CO			
RELAXED				** AK					* IN	* CO	
TOUGH											
BEAUTIFUL			*** CO			*** CO		** CO			
PRECISE	* AK	*** AK		* AK		*** CO		*** CO		* CO	

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FOR ABBREVIATIONS SEE PAGE

SIGNIFICANCE LEVELS INDICATED  
 BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 92 COMPARISON OF THE GROUPS AS REGARDS THEIR RATINGS OF CONCEPTS REPRESENTING GROUPS IN SOUTH AFRICA  
 - EXCLUDING THE GROUP-SELF-IMAGES

CONCEPT - THE JEWS

	AFRIKAANS SUBJECTS VS.				ENGLISH SUBJECTS VS.			INDIAN SUBJECTS VS.		COLOURED SUBJECTS VS.
	ENG.	IND.	COL.	AFC.	IND.	COL.	AFC.	COL.	AFC.	AFC.
ACTIVE					** EN			* CO		
HUMOROUS		*** AK			*** EN			** CO	* AC	
SUCCESSFUL						* EN	** EN			
THOUGHTFUL				* AC				* CO	* AC	
EFFICIENT	* EN		** AK			*** EN		*** IN		
SINCERE	* EN									
SIMPLE		*** IN	* CO	* AC	*** IN	* CO		** IN	* IN	
WISE		*** IN			*** IN			*** IN	** IN	
WARM	* EN				*** EN			* CO		
HAPPY		* AK			** EN		* EN	* CO		* CO
CALM		*** IN			*** IN	** CO	** AC	* IN		
OPEN		*** AK	*** AK		*** EN	*** EN		* CO	** AC	
PROGRESSIVE	* AK	*** AK	*** AK	* AK	** EN	*** EN				* AC
FAMILIAR	*** AK	*** AK	*** AK	*** AK	*** EN		* EN			
FAST		* AK			* EN					
CAREFUL	*** EN	** IN				** EN	*** EN	* IN	** IN	
RELAXED				*** AK			** EN		*** IN	
TOUGH										
BEAUTIFUL		* IN	** CO		*** IN	*** CO			* IN	* CO
PRECISE		* AK	* AK	*** AK			** EN		* IN	

FOR ABBREVIATIONS SEE PAGE

SIGNIFICANCE LEVELS INDICATED  
 BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 93 COMPARISON OF THE GROUPS AS REGARDS THEIR RATINGS OF CONCEPTS REPRESENTING GROUPS IN SOUTH AFRICA  
 - EXCLUDING THE GROUP-SELF-IMAGES

CONCEPT - THE INDIANS

	AFRIKAANS SUBJECTS				ENGLISH SUBJECTS			JEWISH SUBJECTS		COLOURED SUBJECTS
	ENG.	JEW.	COL.	AFC.	JEW.	COL.	AFC.	COL.	AFC.	AFC.
ACTIVE			*** CO			** CO		** CO		
HUMOROUS										
SUCCESSFUL										
THOUGHTFUL			*** CO	* AC		** CO		* CO		
EFFICIENT										
SINCERE	** EN	** JE	*** CO	* AC		* CO				** CO
SIMPLE						* CO				
WISE		* JE	** CO							
WARM	** EN	*** JE	** CO				*** EN		*** JE	*** CO
HAPPY									** AC	
CALM							*** AC			
OPEN	*** AK	* AK	** AK	** AK	* JE					
PROGRESSIVE	* AK			* AK						* CO
FAMILIAR	*** AK	*** AK	** AK	* AK						
FAST		* JE								
CAREFUL	*** EN	* JE	*** CO							
RELAXED										
TOUGH	*** AK	*** AK	*** AK	*** AK			*** EN	* JE	** JE	
BEAUTIFUL		* JE		** AC	** JE	** CO	*** AC			* AC
PRECISE				* AK						* CO

FOR ABBREVIATIONS SEE PAGE

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 94 COMPARISON OF THE GROUPS AS REGARDS THEIR RATINGS OF CONCEPTS REPRESENTING GROUPS IN SOUTH AFRICA  
 - EXCLUDING THE GROUP-SELF-IMAGES

CONCEPT - THE COLOURED

	AFRIKAANS SUBJECTS				ENGLISH SUBJECTS			JEWISH SUBJECTS		INDIAN SUBJECTS
	ENG.	JEW.	IND.	AFC.	JEW.	IND.	AFC.	IND.	AFC.	AFC.
ACTIVE		* JE	*** IN		* JE	*** IN				** IN
HUMOROUS			** AK	* AK		*** EN	** EN	*** JE	** JE	
SUCCESSFUL										
THOUGHTFUL	*** EN	*** JE	** IN	** AC		* EN				
EFFICIENT								* IN		
SINCERE			*** AK	*** AK		*** EN	*** EN	* JE	** JE	
SIMPLE			** AK			* EN				** AC
WISE							* EN			
WARM		* JE		** AK		* EN	*** EN	** JE	*** JE	* IN
HAPPY										
CALM						* IN				
OPEN										
PROGRESSIVE	*** EN	** JE	*** IN	* AC	* JE	* IN			** JE	* IN
FAMILIAR	** AK				** JE	** IN	** AC			
FAST	* EN	** JE	*** IN	** AC		*** IN				* IN
CAREFUL	*** EN									
RELAXED			*** AK			*** EN		* JE		
TOUGH	*** AK	* AK		*** AK		*** IN	*** EN	*** IN	*** JE	*** IN
BEAUTIFUL	** EN	*** JE	*** IN	*** AC	** JE	*** IN	*** AC	*** IN		
PRECISE		* JE	*** IN	** AC	* JE	** IN	** AC		* AC	* AC

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FOR ABBREVIATIONS SEE PAGE

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 95 COMPARISON OF THE GROUPS AS REGARDS THEIR RATINGS OF CONCEPTS REPRESENTING GROUPS IN SOUTH AFRICA  
 - EXCLUDING THE GROUP-SELF-IMAGES

CONCEPT - THE AFRICANS

	AFRIKAANS SUBJECTS				ENGLISH SUBJECTS			JEWISH SUBJECTS		INDIAN SUBJECTS
	ENG.	JEW.	IND.	COL.	JEW.	IND.	COL.	IND.	COL.	COL.
ACTIVE	** EN	** JE	*** IN	*** CO		*** IN	*** CO	*** IN	* CO	
HUMOROUS	** EN	*** JE						** JE	** JE	
SUCCESSFUL				** CO			* CO		* CO	*** CO
THOUGHTFUL	*** EN	*** JE	** IN	*** CO	*** JE		*** CO	*** JE		*** CO
EFFICIENT			** IN	*** CO		*** IN	*** CO	*** IN	*** CO	
SINCERE		** JE		*** CO			** CO	** JE		*** CO
SIMPLE	* EN		*** IN			* IN	*** EN	* IN	* JE	*** IN
WISE	* EN	*** JE	** IN	*** CO			*** CO		*** CO	*** CO
WARM	*** EN	*** JE			** JE	* EN		*** JE	*** JE	
HAPPY			* AK	* AK		** EN	* EN			
CALM			** AK	** CO			*** CO		* CO	*** CO
OPEN			*** IN	** CO		* IN				
PROGRESSIVE	*** EN	* JE		*** CO		** EN				** CO
FAMILIAR	*** AK	*** AK		*** AK				** IN		* IN
FAST			*** IN	*** CO		*** IN	*** CO	*** IN	* CO	
CAREFUL	* EN	*** JE	** IN	*** CO	* JE		*** CO		*** CO	*** CO
RELAXED			*** AK	*** AK		*** EN	*** EN	*** JE	*** JE	
TOUGH	*** AK	*** AK				*** IN	*** CO	*** IN	*** CO	
BEAUTIFUL	*** EN	*** JE	*** IN	*** CO	* JE					
PRECISE		** JE	** IN	*** CO	* JE	* IN	*** CO		*** CO	*** CO

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FOR ABBREVIATIONS SEE PAGE

SIGNIFICANCE LEVELS INDICATED  
 BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 96 COMPARISON OF THE GROUPS AS REGARDS CONCEPTS REPRESENTING GROUPS OUTSIDE SOUTH AFRICA

CONCEPT - THE AMERICANS

	AFRIKAANS SUBJECTS VS.					ENGLISH SUBJECTS VS.				JEWISH SUBJECTS VS.			INDIAN SUBJECTS VS.		COLOURED SUBJECTS VS.
	ENGL.	JEW.	IND.	COL.	AFC.	JEW.	IND.	COL.	AFC.	IND.	COL.	AFC.	COL.	ACF.	AFC.
ACTIVE		*JE	**IN	**CO	**AC		*IN	*CO	*AC						
HUMOROUS		**JE	**IN			**JE	**IN								
SUCCESSFUL					*AC				*AC						
THOUGHTFUL		**AK	**IN	**CO	**AC		**IN	**CO	**AC	**IN	**CO	**AC		**AC	*AC
EFFICIENT							*IN			*IN			**IN		
SINCERE			*IN	*CO				*CO		*IN	*CO				
SIMPLE		*JE	*IN		**AC			*EN			*JE		*IN		**AC
WISE	**AK	**AK				**IN	**CO	**AC	**AC	**IN	**CO	**AC			
WARM					**AK				**EN			**JE		*IN	*CO
HAPPY			*IN				*IN			*IN					
CALM			*IN	*CO			*IN	*CO			*CO				
OPEN	*EN	**JE		*AK				**EN			**JE	*JE	**IN		
PROGRESSIVE	*AK						*IN								
FAMILIAR	**AK	**AK	**AK	**AK	**AK										
FAST		*JE	**IN	**CO		**JE	**IN	**CO							
CAREFUL	**AK	**AK					**IN	**CO	**AC	**IN	**CO	**AC			
RELAXED					*AK				*EN						*CO
TOUGH	*AK		*IN		**AK		**IN	**CO	*EN			*JE		**IN	**CO
BEAUTIFUL	**AK	**AK					**IN	**CO	*AC	*IN	**CO	*AC	*CO		
PRECISE	**AK	**AK			*AK		**IN	**CO	*AC	**IN	*CO	*AC			

FOR ABBREVIATIONS SEE PAGE

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 97 COMPARISON OF THE GROUPS AS REGARDS CONCEPTS REPRESENTING GROUPS OUTSIDE SOUTH AFRICA

CONCEPT - THE GERMANS

	AFRIKAANS SUBJECTS VS.					ENGLISH SUBJECTS VS.				JEWISH SUBJECTS VS.			INDIAN SUBJECTS VS.		COLOURED SUBJECTS VS.
	ENGL.	JEW.	IND.	COL.	AFC.	JEW.	IND.	COL.	AFC.	IND.	COL.	AFC.	COL.	ACF.	AFC.
ACTIVE	*AK		*AK												
HUMOROUS	***AK	***AK	***AK	***AK	***AK	*EN		**CO		**IN	***CO	**AC	*CO		*CO
SUCCESSFUL	*AK				*AK							*JE			
THOUGHTFUL	*AK	***AK	*AK					**CO	**AC	*IN	***CO	***AC	*CO	*AC	
EFFICIENT	*AK			***AK	***AK			**EN	*EN		***JE	***JE	***IN	*IN	
SINCERE	*AK	***AK	***AK	*AK	***AK	***EN			*EN	***IN	***CO	**AC			
SIMPLE			***IN		**AC					***IN		**AC	*IN		**AC
WISE	***AK	***AK			*AK		***IN	***CO		***IN	***CO	**AC		*IN	
WARM	***AK	***AK	***AK	*AK	***AK	***EN		*CO		***IN	***CO	***AC	*CO		***CO
HAPPY	*AK	***AK	*AK	*AK	***AK										
CALM	*EN		*IN	*CO		*EN				*IN	*CO				
OPEN	***AK	***AK	***AK	*AK	***AK			*CO							
PROGRESSIVE	***AK	***AK	*AK	*AK	*AK	*EN	*IN	*CO	**AC	***IN	***CO	***AC			
FAMILIAR	***AK	***AK	***AK	***AK	***AK	*EN	*EN				*CO		*CO		
FAST	***AK	*AK			*AK		***IN	***CO	*AC	*IN	*CO				
CAREFUL					***AK				*EN						
RELAXED	***AK	***AK	*AK		***AK	*EN				*IN	*CO				
TOUGH	*AK						*IN	***CO	*AC				*CO		
BEAUTIFUL	***AK	***AK	***AK	*AK	***AK			*CO	***EN	*IN	***CO		*CO	***IN	***CO
PRECISE	*AK		***AK	***AK	***AK	**JE			***EN	***JE	***JE	***JE		*IN	*CO

FOR ABBREVIATIONS SEE PAGE

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS  
 \* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 98 COMPARISON OF THE GROUPS AS REGARDS CONCEPTS REPRESENTING GROUPS OUTSIDE SOUTH AFRICA

CONCEPT - THE RUSSIANS

	AFRIKAANS SUBJECTS					ENGLISH SUBJECTS				JEWISH SUBJECTS			INDIAN SUBJECTS		COLOURED SUBJECTS
	ENGL.	JEW.	IND.	COL.	AFC.	JEW.	IND.	COL.	AFC.	IND.	COL.	AFC.	COL.	ACF.	AFC.
ACTIVE															
HUMOROUS			***IN				***IN	*CO		*IN					
SUCCESSFUL			*IN				***IN								
THOUGHTFUL			***IN	***CO	***AC		***IN	***CO	***AC	**IN	***CO	***AC		**AC	
EFFICIENT													*IN	*IN	
SINCERE		*JE	***IN	***CO	**AC		***IN	**CO		***IN			*IN	**IN	
SIMPLE	*EN		***IN				*IN						***IN	**IN	
WISE			***IN	***CO	***AC		***IN	***CO	***AC	***IN	***CO	**AC			
WARM			**IN		***AC		**IN		***AC			*AC			*AC
HAPPY			***IN	***CO	***AC		***IN	***CO	***AC	**IN	*CO				
CALM			***IN	***CO			**IN	*CO		***IN	**CO		***IN		*CO
OPEN	*AK								**AC					*AC	
PROGRESSIVE	***AK	***AK					***IN	*CO	*AC	***IN	**CO	**AC			
FAMILIAR	***AK	***AK	***AK	***AK	***AK						*CO				
FAST	***AK		*IN				***IN	***CO	*AC	**IN	*CO				
CAREFUL															
RELAXED			**IN				***IN			***IN			**IN	*IN	
TOUGH								*CO							
BEAUTIFUL	*EN	*JE	***IN	***CO	***AC		***IN	***CO		***IN	***CO	*AC		**IN	**CO
PRECISE					*AK									*IN	*CO

FOR ABBREVIATIONS SEE PAGE

SIGNIFICANCE LEVELS INDICATED BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
 \*\* EQUALS .01 LEVEL  
 \*\*\* EQUALS .001 LEVEL

TABLE NO 99 COMPARISON OF THE GROUPS AS REGARDS THE ME-CONCEPTS

	AFRIKAANS SUBJECTS VS.					ENGLISH SUBJECTS VS.				JEWISH SUBJECTS VS.			INDIAN SUBJECTS VS.		COLOURED SUBJECTS VS.
	ENGL.	JEW.	IND.	COL.	AFC.	JEW.	IND.	COL.	AFC.	IND.	COL.	AFC.	COL.	ACF.	AFC.
ACTIVE						*JE		*CO							
HUMOROUS	**AK						**IN	**CO		*IN	**CO				
SUCCESSFUL	**AK						**IN	**CO							
THOUGHTFUL			**IN				*IN								
EFFICIENT	*AK						**IN			**IN			*IN		
SINCERE			*IN				**IN								
SIMPLE			**IN		**AC		**IN		**AC	**IN		**AC	**IN		**AC
WISE	**AK	**AK	*AK							**IN	*CO	*AC			
WARM	*AK				*AK	*JE	*IN					*JE		*IN	
HAPPY					**AK				**EN			**JE		**IN	**CO
CALM		*AK						**CO		*IN	**CO	*AC	*CO		
OPEN	**AK	**AK					*IN	*CO							
PROGRESSIVE	**AK					**JE	**IN	**CO	*AC						
FAMILIAR	*AK		**IN	**CO	**AC	**JE	**IN	**CO	**AC						
FAST	**AK	*AK					**IN	**CO		**IN	*CO				
CAREFUL							*IN								
RELAXED															
TOUGH		**AK				**EN	**IN	**CO		**IN	**CO			*IN	*CO
BEAUTIFUL					*AC		*IN	**CO	**AC	*IN	*CO	**AC			
PRECISE	**AK	**AK					**IN	**CO	*AC	**IN	**CO	**AC			

FOR ABBREVIATIONS SEE PAGE

SIGNIFICANCE LEVELS INDICATED  
BY THE FOLLOWING SIGNS

\* EQUALS .05 LEVEL  
\*\* EQUALS .01 LEVEL  
\*\*\* EQUALS .001 LEVEL

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