

FRATERNITY AND NON-FRATERNITY COLLEGE MEN'S ATTITUDES  
TOWARDS SELECTED ITEMS OF COLLEGE WOMEN'S APPAREL

by

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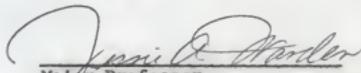
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## CHAPTER I

### INTRODUCTION

People of all age groups express an interest in clothing but during adolescence and early adulthood the emphasis on clothing reaches its greatest importance (Hoffman, 21, Hurlock, 26, and Runbeck, 34). Research by many psychologists and clothing and textile professors have shown that a motive for this interest is that boys and girls want to be attractive to the opposite sex. "For girls more than boys, interest in clothes is closely associated with interest in attracting the attention of the other sex" (Hurlock, 25, p. 222).

Various writers have stated their opinions on whether women dress mainly for men, for other women, or for other social psychological reasons. A review of literature showed that several different writers gave varying support to the opinion that women do tend to dress in a manner that will appeal to or please the men. This research assumed that one of the motives for the manner in which women dress is to appeal to the men. Few researchers have studied man's viewpoint of women's clothes, although many have studied woman's viewpoint of women's clothes.

The purpose of this study was to obtain information on the attitudes of college men, fraternity and non-fraternity, towards selected items of college women's apparel. This research was an exploratory study.

Definitions for several terms used were evolved after studying

definitions given by Webster's New International Unabridged Dictionary, and by reviewing literature related to the topic. Definitions used in selection of college women's apparel for the study were as follows:

Modest apparel. College women's apparel which is approved or received favorably because it is free from undue familiarity, indecency or lewdness.

Well-fitted. College women's apparel which is loose enough so the figure isn't revealed to the degree that the clothing appears obscene or lustful.

Snug fitting. College women's apparel which is tight and revealing of the figure, and as a result the clothing appears obscene or lustful.

Body exposure. The amount and placement of the body area left exposed by the garment.

Other definitions used in the study were as follows:

Attitudes towards apparel. The college men's expression of favor or disfavor resulting from the viewing of selected items of college women's apparel.

Young adulthood. That period of life which lies between adolescence and adulthood. Approximately young adulthood is the period of the early twenties.

The objectives of the investigation were (1) To study the attitudes of college men towards selected items of college women's apparel and (2) to obtain the college men's expression of what they consider as modest apparel.

The following hypotheses were proposed as guides for the study:

1. There is no significant difference between fraternity and non-fraternity men in their preferences of college women's apparel varying in body exposure or tightness of garment.
2. There is no significant difference between fraternity and non-fraternity men in attitudes regarding modesty in relationship to college women's dress.
3. There is no significant difference between the college men's preferences of apparel for the college women and their attitudes regarding modesty in relationship to college women's dress.

## CHAPTER II

### REVIEW OF RELATED LITERATURE

The review of related literature included material on interest in clothing, importance of being well dressed, conformity and attracting attention as well as material on modesty and dress--the item of main importance in this study.

At adolescence there is a great interest in clothes and in decoration (Arlitt, 1). Various writers have given reasons for this great interest in clothes. Zachry (44) relates the interest in clothes at adolescence to the heightened interest in the self. Cole (7) stated that interest in clothing and appearance during adolescence is based on the heightened sensitivity to the opinions and approval of others. As has been previously reported, Hurlock (25) stated that a motive for this interest is that boys and girls want to be attractive to the opposite sex.

"A familiar occurrence is that of the young woman who uses dress to gain the attention of a man she wishes to attract" (Treece, 42, p. 94). Hollingworth (22) reported that physical appearance, including dress, is the most important source of sexual attraction during adolescence. "Young adolescents who earn tend to spend too large a part of their money on clothes in the interest of attracting the opposite sex" (Hollingworth, 22, p. 114). Ways in which women made an effort to be attractive to members of the opposite sex after World War I were through scanty dresses with low cut necklines, short skirts, transparent

materials, bizarre color combinations, cobwebby stockings and excessive use of cosmetics (Hurlock, 26).

Literature has revealed that a large majority of adolescent girls would rather have clothes that appeal to boys than clothes that appeal to girls. In 1945, Silverman (39) published a study dealing with the psychological aspects of clothing and appearance for teen-age girls. The results of the study of three hundred and seventy-three high school girls of ages twelve through eighteen, showed that a large percentage of the girls indicated that they believed they should choose clothing which appealed to boys. According to Morton (31), clothes are used by the female in competing for status and for men while Garrison (18) said that a girl will resort to questionable devices to obtain the clothing that her family's income cannot provide for her but that she feels is essential to win the admiration of a certain boy and to maintain her status among the girls. Warden (43), in her study of the factors contributing to satisfactions and dissatisfactions with clothing of eighty college women, reported that the desire to have clothes which pleased men was a goal of many of the college women.

A different point of view was expressed by Hurlock (26). She states that the reason given by women for dressing in the manner they do is that they want to be charming to the men.

However, when we consider the fact that men are shocked at women's dress unless it is of a simple sort, and that through the ages the dress reformers have come largely from the masculine sex, we are forced to admit that if women dressed primarily for men they would be more likely to avoid extremes (Hurlock, 26, p. 42).

One of the first psychological studies on the significance of

clothing to children was carried out by Hall (19) in 1897. The findings from five hundred questionnaires indicated that these children were interested in dressing for others rather than for their own self-comfort. "The chief question is, and especially with girls, not how attire feels, but how it looks, and this standpoint dominates often in those garments that are not seen" (Hall, 19, p. 366). It was not reported whether the girls were dressing for boys, girls, or both.

Interest in clothes seems to be present at early adolescence. This was shown in Silverman's (39) study where girls at every age believed they should give some attention to their clothes. As an indication of the interest in clothes, and the value and importance the girls placed on clothes ninety-six per cent of the group questioned by Silverman said they would be willing to make some sacrifice in order to have clothes. Ryan (36) administered a questionnaire to approximately two hundred forty-five rural boys and girls and to approximately the same number of city boys and girls in the 10th, 11th, and 12th grades. "The urban high school girls appeared to have a greater interest in clothes than the rural high school girls" (Ryan, 36, p. 15). The high school girl tends to be more interested in clothing than the college girl (Ryan, 36 and Hurlock, 25).

Ryan (35) administered a questionnaire to all the girls on the Cornell campus in 1950. Those questionnaires returned totaled 1072. As a further step, Ryan interviewed approximately one hundred college girls, selected according to their answers. As a result of the two studies she found that there were several factors which seem to contribute to this interest in clothing by the adolescent. A feeling of

being well dressed produced a greater interest in clothes than a feeling of being poorly dressed. Those who chose their own clothes were more interested in them than those who had their clothes chosen for them. Girls who belonged to a sorority were more interested in clothes than girls who did not belong to sororities. When Ryan asked a group of college girls what they thought had contributed to their interest in clothes, the most important factor, they claimed, was the interest of the mother in clothing and the amount of emphasis the family as a whole placed on clothing.

Although the dress styles may differ from one school to the next, the importance of clothing is still stressed by the adolescent (Coleman, 8). At this age the adolescent becomes aware of the importance of clothing in influencing her personal appearance. Even the younger girls in Silverman's study thought clothing was important. "Over sixty-two percent of each age group felt that they should give considerable thought and attention to clothes, while the remainder thought that some attention was necessary" (Silverman, 39, p. 52). Warden, in her study at Pennsylvania State University, reported that "few girls gave great importance and few girls gave small importance to clothes as factors in making friends" (Warden, 43, p. 85).

After administering the questionnaire to Cornell girls and to high school students, Ryan compared the high school girl with the college girl, the rural girl with the urban girl and the high school boy with the high school girl. "Approximately one-fourth of the students both in college and in high school, voluntarily stated that being well dressed was extremely important to them" (Ryan, 36, p. 13). "A

larger percentage of girls than of boys felt that it was very important to be well dressed" (Ryan, 36, p. 22). Feeling that one is not dressed as well as others may cause personal suffering.

In the studies carried out by Ryan, the reasons given for the importance of being well dressed were classified under social achievement, social contribution, emotional response, expression of personality, compensation, and family or school influence. The attitudes of all the students, tested by Ryan, towards the importance of being well dressed were similar. "In all the groups, the reasons given most frequently were those classified as social achievement" (Ryan, 36, p. 26). It was found that boys and girls reasons for considering clothing important differed somewhat. "The boys most often said that clothes were important for the impression made on others, for getting a job more easily, or for other reasons classified under social achievement" (Ryan, 36, p. 22). The highest percentage of the girls reasons were also under social achievement, but they also gave reasons that were frequently classified under social contribution. By social contribution they meant they could forget themselves and think of others or they were then more pleasing to others. "There is a tendency for the college girl to report more often than the high school girl the attitude that clothes are important because through clothes you can express your personality" (Ryan, 36, p. 14). More high school boys than high school girls reasons for feeling that clothing was important were classified under expression of personality.

It was found that most of the college girls and high school girls felt that they were dressed as well as the average girl (Ryan, 36). "A

very few of the high school girls, but about one-third of the college girls checked that they felt better dressed than the average. It was found that the college girls who always chose their own clothing tended to feel better dressed than those who had their clothes chosen for them" (Ryan, 36, p. 5 & 6).

Dearborn (12) in 1918 reported that twenty-four graduate students believed being well dressed inspired the confidence of others, that it gave an individual advantage since externals are the first basis of judgment, that being well dressed put observers in a receptive mood, and that being well-dressed affected the wearer's emotions and carriage. Ryan found that concerning feelings related to clothing and personality characteristics that:

the girl who feels well dressed seems generally to be more relaxed, at ease, and more confident. On the other hand, the girl who feels that she is poorly dressed is worried about her appearance, generally ill-at-ease, and is more self-centered (Ryan, 37, p. 22).

A comparison of the high school girl with the college girl was made on the effect on moods, actions and enjoyment of feeling well or poorly dressed.

When the effects of clothing on the specific occasion are compared for the two groups, the college girl was more likely than the high school girl to have her enjoyment enhanced and to be affected in her actions by feeling very well dressed. The high school girl was much more likely to be affected because she did not feel as well dressed as she wished she were (Ryan, 36, p. 12).

Barr (2) attempted to analyze the psychology of choice in relation to clothing by presenting a questionnaire to individuals from seventeen to fifty years of age. She found the desire for conformity to be practically universal. Conforming to ones group is a common human

impulse but it seems to be stronger in children and adolescents than in adults (Morton, 32). The adolescent peer group seems to be more intolerant of nonconformity than is the adult group (Horrocks, 23). He wants to conform in order to escape their criticism (Cole, 7).

Several authors studied the pressures young people feel as a need to conform in dress. The pressures of the peer group determines the garments worn and how they are worn (Britton, 5). "It seems that we are oriented to believe individual freedom exists to the extent that the group permits" (Ditty, 13, p. 2). Treece (42) stated that younger people are apt to adapt more readily to changing concepts of the fashion rightness of dress because of their marked need to conform to the behavior pattern of their peer group. The teenage group likes to wear what everyone else is wearing. "He is acutely miserable unless his clothes are exactly the same model that is currently fashionable" (Cole, 7, p. 246). As yet these young people have not developed an individuality in their clothes (Ryan and Phillips, 38). This similarity in appearance helps promote the feeling of group solidarity. This urge to conform to their group in clothes is one of the strongest forces in the development of one's pattern of choice in clothing (Morton, 31).

The pressure to conform to the peer group may be greater for girls than for boys during adolescence (Britton, 5). Barr (2) in studying motivation as related to clothing among college and high school girls, found that one of the strongest motives for choosing particular clothing was to conform to the group. "The real basis of conformity seems to be the desire to be attractive to men" (Coblner, 6, p. 283).

But this desire to conform is matched by a weaker demand for

some distinctiveness. To be distinctively different and at the same time to be like others, are prominent features of adolescent motivation (Conklin, 9). Warden (43) reported this to be true in a study she carried out at Pennsylvania State University in 1955, and Silverman (39) in 1945 found that while girls in the age range from twelve to eighteen showed a strong tendency to conform to prevailing fashions and to dress alike, there were many individual differences. These differences were evident in their week-end apparel.

Many people conform to fashion, according to Hurlock (26) because they fear social disapproval.

The different types of fear which are aroused by not conforming to the prevailing fashion are: fear of ridicule because one's clothing is different; fear that on account of the clothing worn one will be judged as too poor to be able to buy up-to-date models; fear that one will be judged lacking in self respect because one is willing to wear out-of-date clothing; and fear that one will be thought to be lacking in the understanding of the importance of external appearances (Hurlock, 26, p. 41).

But not all individuals wish to conform. "Instead they consider themselves non-conformists and hope to gain recognition, prestige, and leadership by being different by standing out from the crowd" (Treece, 42, p. 147). A way in which a person can express his individuality is through clothes. He can be the first to wear the new and different. The individual's need for conformity and individuality may give several satisfactions.

The need to conform may be evidence of a deeper need for security which group approval and belongingness support. The individualist who seeks recognition through dress may find that fashion is a means of compensating for a sense of inferiority. The attention and recognition which his dress makes possible, serves to lessen his feelings of low-esteem (Treece, 42, p. 149).

Young girls often wear unusual accessories. Bows and flowers

tucked in the hair are quite appropriate for this age group. They are also likely to wear costume jewelry and other frills. "In her lack of experience and desire to attract attention she frequently adorns her body with too many of these attractive gadgets and appears gaudy rather than sophisticated and mature" (Cruze, 11, p. 155). Crow (10) stated that at first, the costume jewelry worn by the girls is bright in color, worn on every occasion and is large in quantity. As the adolescent girl approaches adulthood she is more selective in the kind and amount of jewelry worn. Ornamentation of the body then takes on more of a subdued form.

According to Silverman (39) older girls are frequently willing to accept the most extreme of the prevailing styles in order to attract attention. Silverman (39) reported that while older girls do not seek attention to their dress through color, they nevertheless enjoy such attention. Warden reported that "most girls wanted clothes which would attract attention for some occasions and which would not attract attention at other times" (Warden, 43, p. 86).

Fads propagate rapidly among teenagers and are a very common way of attracting attention to the wearer. "A fad is here defined as a precipitate but short lived deviation in some article or articles of clothing" (Janney, 27, p. 275). "College campuses are frequently subject to fads in clothing behavior, especially among women students" (Treece, 42, p. 156). Janney (27) also reported that those followed are originated by young women who are members of prestige bearing cliques and that a majority of the young women not only did not originate fads but were several weeks late in following them. Silverman's (39) group of

twelve to eighteen year old girls were inconsistent in their attempt to keep up with incoming fads. "The faddists are those who are ever ready for some new excitement and are always on the lookout for some new way of calling attention to themselves" (Hurlock, 26, p. 9).

Scholars have given support to several different motives for the wearing of clothes. According to Flugel (16) only one or two authorities have given first place to modesty as a speculative theory for the origin of clothing. Although decoration is usually considered the main motive, the motive of modesty is not forgotten. Modesty and protection are usually considered to be secondary motives for dress.

There is a discrepancy as to what modesty means in relation to clothing. One system of thought emphasizes modesty as an innate part of human behavior and the other emphasizes it as social behavior.

In the book of Genesis is found probably the oldest attempt to account for modesty and there it is attributed to the sense of shame. It is based on an early association of shame with nakedness.

And they were both naked, the man and his wife, and were not ashamed.

And when the woman saw that the tree was good for food, and that it was pleasant to the eyes, and a tree to be desired to make one wise, she took of the fruit thereof, and did eat, and gave also unto her husband with her; and he did eat.

And the eyes of them both were opened, and they knew that they were naked; and they sewed fig leaves together, and made themselves aprons.

Unto Adam also and to his wife did the Lord God make coats of skins, and clothed them.

(Genesis iii, 6,7,21)

"The naive assumption that men were ashamed because they were naked, and clothed themselves to hide their nakedness, is not tenable in face of the large mass of evidence that many of the natural races are naked and not ashamed of their nakedness" (Thomas, 41, p. 246). However, the

Church still upholds the theory that modesty is the reason for wearing clothes (Rudofsky, 33).

Another theory of modesty, the disgust theory, stated by Professor James and developed somewhat by Havelock Ellis, makes modesty the outgrowth of our disapproval of immodesty in others--the application in the second instance to ourselves of judgments primarily passed upon our mates (Thomas, 41, p. 246).

Other explanations for the origin of modesty have given it as the result of clothing. These scholars hold that modesty had social origins after clothes were adopted. Bliss (4) supported the conclusion that Westermarck made in his book The History of Human Marriage that ideas of modesty are purely relative and that shame is not the cause but the result of clothing. "It is not until the wearing of clothes becomes habitual in a society that any embarrassment is caused by their absence" (Laver, 30, p. 3). Langner stated "that modesty probably began when society by its laws and religions made the public uncovering of the body a criminal offense" (Langner, 29, p. 71). Hoebel (20), Kettunen (28), and Rudofsky (33) also stated that modesty is the result of wearing clothes and not the cause. Beals and Hoijer concluded that "modesty then, appears to be a culturally determined function of clothing, and very likely not a fundamental or original purpose" (Beals and Hoijer, 3, p. 312).

Therefore, a majority of the writers feel that modesty came into being after clothes were invented and is a matter of habit instead of an inborn trait. "Shame is therefore, the result of clothing and not the cause of it" (Burlock, 26, p. 17). Even though a strong case can be made out of the view that clothing was first worn as a mode of attraction, and modesty then attached to the act of removing the

clothing; this view does not explain a large number of cases of modesty among races which wear no clothing at all (Thomas, 41).

Modesty is not a fixed thing. It doesn't obey fixed rules. Langner (28), Hurlock (26), Laver (30), and Rudofsky (33) agreed that modesty assumes different forms in different parts of the world and in different parts of our own country. Modesty also varies with the time of day and the role the person is assuming. The place and purpose make all the difference. Attire for one occasion might be termed quite immodest for another. "A bathing suit or evening dress may well be considered improper in a classroom though respectively quite proper on the beach or in a ballroom" (Beals and Hoijer, 3, p. 312).

The quantity of clothing worn does not necessarily indicate modesty. Dunlap stated that any degree of clothing, even complete nudity is modest, if we are used to it. "Clothing itself has no modesty or immodesty" (Dunlap, 14, p. 66).

Tribes which wear the most clothing are by no means the most moral or modest, for some African tribes wear their clothing in a way which could have nothing to do with modesty as we know it (Laver, 30, p. 2).

Hurlock (26) said that clothes stimulate a nasty curiosity in natives.

When primitive peoples are unaccustomed to wearing clothing, putting it on for the first time does not decrease their immorality, as the ladies of missionary societies think it will. It has just the opposite effect (Hurlock, 26, p. 17).

"Immodesty is seldom attributed to the male" (Langner, 29, p. 74). It seems to be attributed to the female. This will probably always be true even though it is entirely unpredictable what modesty and immodesty will be in the future. Neither is modesty an important factor among persons of the same sex. And according to Flugel (16),

even men express a double attitude about feminine modesty.

Even among ourselves, husbands are often not too anxious that their wives should attract attention, through the audacity of their costumes, though they might well appreciate costumes of actual boldness worn by other women (Flugel, 16, p. 62).

Silverman (39) reported that very few of her twelve to eighteen year old group liked low necklines while the older girls were more willing to wear scanty bathing suits than the younger girls. The scanty bathing suit was in fashion at this time while the low neckline was out of fashion at this time. "From the girls responses it appears that, for this age group, modesty is related to specific items and to what is currently in fashion rather than to modesty for its own sake" (Silverman, 39, p. 57).

Coblner (6) examined fashion in relation to group psychology. He found that eighteen women students, over twenty years of age, generally agreed that if certain clothes make a person look immodest, that the person was to be blamed and not the fashion.

Huber (24), in her study in 1962, on the attitudes of college men and women towards modesty in women's dress, was interested in attitudinal differences based on sex and a number of background variables. Only sex and religion showed any significant relation to modesty. She found no relation existing between modesty and the father's occupational grouping. On the subject of skirts worn above the knee being immodest for young women, the women were more liberal than was expected and the men were more conservative than was expected. The women felt that skirts above the knees were not immodest if they were in fashion, while the men held the opposite opinion. Males expressed a much more liberal viewpoint than did the women on it

being acceptable for girls to wear revealing clothes that enhance their sex so that they may attract the opposite sex. "For wear at home, the men approved of low cut necklines more than did the women" (Huber, 24, p. 57). The women disapproved quite strongly of wearing low cut necklines to college classes while the men were indifferent.

While women expressed attitudes bordering on the indifference about the wearing of form-fitting skirts to college classes, informal dances, downtown shopping, and cocktail lounges, the men expressed a higher approval attitude on the wearing of these skirts by women in all of these situations (Huber, 24, p. 53).

The women were much more disapproving than the men of the wearing of the bikini bathing suit at public swimming pools. "The men also approved much more the wearing of the bikini on the beach; whereas the women expressed a surprisingly indifferent attitude" (Huber, 24, p. 54). In wearing tight slacks at home, both men and women approve, although men approved more than the women. Throughout the study, there was a significant difference in the attitudes of the men and women, with the women expressing more disapproval and the men expressing more approval for immodest clothing.

Engelbrecht (15) did a study of 300 eleventh grade girls from different social class backgrounds. The purpose was to determine existing differences in the attitudes of high school girls toward modesty in women's dress. The findings indicated that the middle class was the least modest and the lower class was the most modest.

The upper class apparently approved of dress in general that was in fashion and disapproved of figure revealing garments that were not particularly fashionable or could be construed as examples of poor taste. The middle class, however, reacted negatively to figure revealing garments only if they were items of high fashion while the lower group did not accept any of this apparel (Engelbrecht, 15, p. 44).

The relationship between modesty and social class was not clearly defined. However, approval of certain garments between the classes was apparent when fashion or taste was involved.

Gaither (14) did a study in 1963 to determine if twenty-five faculty women and seventy-five women students had the same or different ideas as to the modesty of certain levels of body exposure, or tightness of garments and use of certain lines in design. She was also interested in whether a specific set of sketches and a specific wording of statements would measure in a parallel or a differing manner. The faculty and student opinions were in greatest agreement as to levels of body exposure. In comparison with the faculty group, the students felt the statements and sketches were more immodest. In considering the effectiveness of the two measures, they were found directionally the same but not completely parallel in levels.

## CHAPTER III

### PROCEDURE OF THE INVESTIGATION

#### Development of the Instrument

The instrument consisted of a series of pairs of photographs of selected items of college women's apparel. Photographs were chosen after giving consideration to the use of a questionnaire and to the use of drawn illustrations. It was decided by the writer and members of the graduate committee that drawings or photographs should be used in determining the attitudes of the college men towards selected items of college women's apparel. Drawings were eliminated after a member of the art department stated that she felt the artist's personal attitudes of the items of apparel would enter into the end product that he produced. Therefore, drawings could be a biased presentation of the items of college women's apparel.

The selected items were: well-fitted slacks and snug fitting slacks, one piece swimsuit and bikini swimsuit, regular stockings and textured stockings, formal with medium exposure of back and formal with much exposure of back, well-fitted sheath skirt and snug fitting sheath skirt. The items of apparel were borrowed from a store in downtown Manhattan, Kansas.

The photographs were taken by the photographer on campus in black and white so color would not enter into the choice made by the college men, and the models stood in the same position for each pair of

photographs. The face was blacked out so personality would not enter into their choice. The writer wasn't attempting to determine if they would make choices according to the personality they believed the person possessed. The two college women chosen to be photographed were Kansas State University students. The photographs were made into slides for presentation to the college men. Two slides were made of each pair of photographs, with the position of the photographs being reversed in the two slides.

#### Development of the Personal Data Sheet

A personal data sheet was developed to gather background information about the participants. Each respondent was asked about his: (1) family background, (2) previous schooling, (3) present school registration, and (4) size of home town. On the question about the college in which the men were registered, the College of Engineering and the College of Architecture and Design were combined into one group. All other colleges were considered singly.

#### Selection of the Sample and Collection of Data

Two hundred and ninety-two junior and senior college men, 147 of them being fraternity members and 145 non-fraternity men, participated in the study in Spring, 1965. The sample size and distribution were recommended by a university statistician who felt 300 men would provide the information necessary for a valid study.

Junior and senior men were selected for the sample, because the writer felt these men would have more definite attitudes about college

women's apparel than the men of the other two undergraduate classes. It would be more likely that by this time the junior and senior college men have made a change from the attitudes they held in high school towards women's clothing and they would take the investigation as more serious business than the freshman.

All of the 24 social fraternities were contacted prior to administering the instrument to obtain the number of junior and senior members living in the houses and their agreement to participate in the study. Thus one could be certain that 150 junior and senior men would be available for the study. It also helped to determine the number of fraternities that would be needed to obtain the desired sample size.

Nine of the 24 social fraternities at the university were used in this study. Each fraternity willing to participate in the study was assigned a number, and the groups used in this study were selected by corresponding numbers appearing in a table of random digits.

Residents of the two men's residence halls, Goodnow Hall and Marlatt Hall, Straube and Smith Scholarship Houses, Parsons Hall and the junior and senior men of the College of Veterinary Medicine constituted the sample of non-fraternity men. The above places were visited because of lack of success in getting enough men to participate in the residence halls. Two appointments were made with Goodnow Hall students. Very few men appeared either time to take part in the study.

Appointments for collection of data were made through the presidents of all participating fraternities. It was arranged to visit each fraternity house after the evening meal to administer the instrument. Several evening appointments were made through the directors or

presidents of the men's residence halls to collect data from junior and senior residents. An appointment was made with Dr. Mosier at the Dykstra Veterinary Hospital to show the slides to the junior and senior men before a clinic laboratory. This was done not only to obtain more men but to make the sample cell from this particular college statistically significant.

The order of the presentation of the pairs of photographs was determined in a random manner. This order was rotated each time they were presented to a group of college men.

The pairs of five photographs were presented to the group and each person marked his choice of the one he preferred for college women in general; or if he did not prefer one over the other, he marked no choice. A specific occasion for the wearing of the apparel, was given in each situation. Thirty seconds were allowed per slide for the college men to make their choices. After this was completed, the pairs of photographs were presented again and the college men were asked to choose the one they felt was the more modest item of the pair, or if they felt same amount of modesty was attributed to each item, to mark no choice.

#### Analysis of Data

The Chi-square test was used to detect significant differences in data collected from the participants. The Chi-square test involves taking the difference between each observed frequency and each corresponding expected, or computed, frequency, squaring this value, dividing by the expected frequency and summing these quotients. Alpha was

set at the .05 level. The responses were also analyzed in a descriptive manner.

## CHAPTER IV

### DISCUSSION OF FINDINGS

The purpose of this chapter is to discuss the findings obtained from the check sheet and the personal data sheet. Seventy-five Chi-square tests were run on the data of this study and only thirteen Chi-square values were statistically significant. The Chi-square value and the probability of a greater Chi-square for each item are listed according to number in Table 17 in Appendix I. Each of the items having a significant Chi-square value will be discussed. Information obtained from the personal data sheet will be reported in the last part of the discussion.

#### Two Chi-Square Values Showing a Difference Between Fraternity and Non-Fraternity Men

Hypothesis: There is no significant difference between fraternity and non-fraternity men in their preferences for bikini and one piece swimsuits worn by college women. This hypothesis was not accepted. The Chi-square test showed a significant value for fraternity and non-fraternity men's preferences for swimsuits worn by college women. The Chi-square value for item number 5 in Table 17, p. 54 was 14.57439 and the probability of a greater value was less than .005. The Chi-square value was computed from data included in Table 1, p. 25. Both the fraternity and non-fraternity men preferred to see college women wear a bikini swimsuit rather than a one piece swimsuit. A

higher percentage of fraternity men than non-fraternity men preferred the one piece swimsuit for the college women. Twelve and four-tenths per cent of the non-fraternity men did not prefer one swimsuit over the other, while only 2% of the fraternity men did not prefer one swimsuit over the other.

TABLE 1  
FRATERNITY AND NON-FRATERNITY MEN'S PREFERENCES FOR  
SWIMSUITS WORN BY COLLEGE WOMEN

Student Classification	Preferences for Types of Swimsuit by Percentage of Participants			Chi-Square and Probabil- ity of a Greater Value
	Bikini With More Body Exposure	One Piece Suit With Less Body Exposure	No Difference in Preference	
Fraternity	51%	46.9%	2%	14.57439
Non-fraternity	54.4%	33.1%	12.4%	$p < .005$

Hypothesis: There is no significant difference between fraternity and non-fraternity men in attitudes regarding modesty in relation to bikini and one piece swimsuits worn by college women. This hypothesis was not accepted. The Chi-square test showed a significant value for fraternity and non-fraternity men's attitudes regarding modesty in relation to the type of swimsuits worn by college women. The Chi-square value for item number 10 in Table 17, p. 54 was 10.44201 and the probability of a greater value was greater than .005 but less than .01. The Chi-square value was computed from data included in Table 2, p. 26. Both the fraternity and non-fraternity men said the

one piece swimsuit was more modest than the bikini swimsuit. Nine and six-tenths percent of the non-fraternity men said there was little or no difference in the modesty of the two swimsuits, while only 1.3% of the fraternity men said there was little or no difference in the modesty of the two swimsuits.

TABLE 2

FRATERNITY AND NON-FRATERNITY MEN'S EXPRESSION OF ATTITUDES  
REGARDING MODESTY IN RELATION TO SWIMSUITS  
WORN BY COLLEGE WOMEN

Student Classification	Attitudes Regarding the More Modest Swimsuit by Percentage of Participants			Chi-Square and Probabil- ity of a Greater Value
	Bikini With More Body Exposure	One Piece Suit With Less Body Exposure	Little or No Difference in Modesty	
Fraternity	2%	96.5%	1.3%	10.44201
Non-fraternity	3.4%	86.8%	9.6%	.005 < p < .01

Six Significant Chi-Square Values Related to Socio  
Information of the College Men

Hypothesis: There is no significant difference in college men's preferences for snug fitting and well-fitted slacks worn by college women, according to the men's registration in college. This hypothesis was not accepted. The Chi-square value for item number 22 in Table 17, p. 54 was 22.13834 and the probability of a greater value was less than .005. The Chi-square value was computed from data included in Table 3, p. 27. Seventy-five per cent of the men registered in the College of Veterinary Medicine and 78.5% of the men registered in the College of

Agriculture preferred to see college women wear well-fitted slacks. The men from these two colleges also had the lowest percentage preferring the snug fitting slacks for the college women. The percentage of college men preferring the well-fitted slacks for the college women, was lowest for the men registered in the College of Arts and Sciences. The men registered in the Colleges of Engineering and Architecture and Design had the highest percentage preferring the snug fitting slacks for the college women. Almost 17% of the men registered in the College of Arts and Sciences said they did not prefer one pair of slacks over the other.

TABLE 3

COLLEGE MEN'S PREFERENCES FOR SLACKS WORN BY COLLEGE WOMEN,  
BY THE MEN'S REGISTRATION

College of Registration	Preferences for Type of Slacks by Percentage of Participants			Chi-Square and Probabil- ity of a Greater Value
	Snug Fitting Slacks	Well-Fitted Slacks	No Difference in Preference	
Agriculture	14.2%	78.5%	7.1%	22.13834
Arts and Sciences	36.1%	46.9%	16.8%	$p < .005$
Commerce	35.2%	58.8%	5.8%	
Engineering and Architecture and Design	37.6%	54.5%	7.7%	
Veterinary Medicine	19.7%	75%	5.3%	

Hypothesis: There is no significant difference in college men's preferences for snug fitting and well-fitted slacks worn by college women, according to the men's home location. This hypothesis was not accepted. The Chi-square value for item number 32 in Table 17, p. 55 was 16.37864 and the probability of a greater value was greater than .025 but less than .05. The Chi-square value was computed from data included in Table 4. The college men living in a town under 2,500 had

TABLE 4

COLLEGE MEN'S PREFERENCES FOR SLACKS WORN BY COLLEGE  
WOMEN, BY THE MEN'S HOME LOCATION

Home Location	Preferences for Types of Slacks by Percentage of Participants			Chi-Square and Probabil- ity of a Greater Value
	Snug Fitting Slacks	Well-Fitted Slacks	No Difference in Preference	
Farm	24.5%	65%	10.3%	16.37864
Under 2,500	21.2%	72.7%	6%	.025 < p < .05
2,500-25,000	37.3%	54.6%	8%	
25,000-100,000	57.1%	42.8%	0%	
100,000 and over	26.3%	57.8%	15.7%	

the lowest percentage of men preferring the snug fitting slacks for the college women. These college men also had the highest percentage of men preferring the well-fitted slacks for the college women. The college men living in a city of 25,000 to under 100,000 preferred the well-fitted slacks for the college women only 42.8% of the time, while

fifty-seven and one-tenth per cent of the same college men preferred the snug fitting slacks for the college women. Of the college men residing in a city of 100,000 and over, 15.7%, did not prefer one pair of slacks over the other.

Hypothesis: There is no significant difference in college men's attitudes regarding modesty in relation to formals worn by college women with much exposure and with medium exposure of the back, according to the men's home location. This hypothesis was not accepted. The Chi-square value for item number 38 in Table 17, p. 55 was 17.00006 and the probability of a greater value was greater than .025 but less than .05. The Chi-square value was computed from data included in Table 5. The college men residing in a town under 2,500 had the highest

TABLE 5

COLLEGE MEN'S EXPRESSION OF ATTITUDES REGARDING MODESTY IN  
RELATION TO FORMALS WORN BY COLLEGE WOMEN,  
BY THE MEN'S HOME LOCATION

Home Location	Attitudes Regarding the More Modest Formal by Percentage of Participants			Chi-Square and Probabil- ity of a Greater Value
	Formal With Much Exposure of the Back	Formal With Medium Exposure of the Back	Little or No Difference in Modesty	
Farm	7.5%	50%	42.4%	17.00006
Under 2,500	0%	57.5%	42.4%	.025 < p < .05
2,500-25,000	2.6%	33.3%	64%	
25,000-100,000	4.7%	42.8%	52.3%	
100,000 and over	5.2%	29.8%	64.9%	

percentage saying the formal with medium exposure of the back was more modest than the formal with much exposure of the back. These college men tied with the college men living on the farm, for the lowest percentage saying there was little or no difference in the modesty of the two formals. The college men residing in a city of 100,000 and over had the lowest percentage saying the formal with medium exposure of the back was more modest than the formal with much exposure of the back. Almost 65% of these college men said there was little or no difference in the modesty of the two formals.

Hypothesis: There is no significant difference in college men's attitudes regarding modesty in relation to snug fitting and well-fitted sheath skirts worn by college women, according to the type of high school attended by the men. This hypothesis was not accepted. The Chi-square value for item number 47 in Table 17, p. 55 was 11.40085 and the probability of a greater value was less than .005. The Chi-square value was computed from data included in Table 6, p. 31. The greatest amount of difference was shown with the twelve college men who had attended parochial or private high schools. Only 66.6% of these college men said the well-fitted sheath skirt was more modest than the snug fitting sheath skirt. Sixteen and six-tenths per cent of these college men said that the snug fitting sheath skirt was more modest than the well-fitted sheath skirt, and 16.6% said there was little or no difference in the modesty of the two skirts.

Hypothesis: There is no significant difference in college men's attitudes regarding modesty in relation to bikini and one piece swimsuits worn by college women, according to the men's family size. This

TABLE 6

COLLEGE MEN'S EXPRESSION OF ATTITUDES REGARDING MODESTY  
IN RELATION TO SKIRTS WORN BY COLLEGE WOMEN, BY THE  
TYPE OF HIGH SCHOOL ATTENDED BY THE MEN

Type of High School	Attitudes Regarding the More Modest Skirt by Percentage of Participants			Chi-Square and Probabil- ity of a Greater Value
	Snug Fitting Skirt	Well-Fitted Skirt	Little or No Difference in Modesty	
Public	2.1%	91.4%	6.4%	11.40085
Parochial or private	16.6%	66.6%	16.6%	p < .005

hypothesis was not accepted. The Chi-square value for item number 60 in Table 17, p. 55 was 15.39600 and the probability of a greater value was greater than .01 but less than .025. The Chi-square value was computed from data included in Table 7, p. 32. Ninety-seven per cent of the college men with brothers only, said the one piece swimsuit was more modest than the bikini swimsuit. Sixteen per cent of the college men with no brothers or sisters said there was little or no difference in the modesty of the two swimsuits. Eight per cent of these college men said the bikini was more modest than the one piece swimsuit.

Hypothesis: There is no significant difference in college men's attitudes regarding modesty in relation to formals worn by college women with medium exposure of the back and with much exposure of the back, according to the occupations of the men's fathers. This hypothesis was not accepted. The category of formal with much exposure of the back was eliminated for the analysis statistically because of so few

TABLE 7

COLLEGE MEN'S EXPRESSION OF ATTITUDES REGARDING MODESTY IN  
RELATION TO SWIMSUITS WORN BY COLLEGE WOMEN,  
BY THE MEN'S FAMILY SIZE

Size of Family	Attitudes Regarding the More Modest Swimsuit by Percentage of Participants			Chi-Square and Probability of a Greater Value
	Bikini With More Body Exposure	One Piece Suit With Less Body Exposure	Little or No Difference in Modesty	
None	8%	76%	16%	15.39600
Brothers only	2.9%	97%	0%	.01 < p < .025
Sisters only	3.7%	92.5%	3.7%	
Both	.8%	91.5%	7.5%	

responses. The classifications of operatives and kindred workers, service workers, and laborers were combined into one category because of the low number falling into each of the three groups. The Chi-square value for item number 68 in Table 17, p. 56 was 20.52983 and the probability of a greater value was less than .005. The Chi-square value was computed from data included in Table 8, p. 33. Seventy per cent of the college men whose fathers were sales workers, said the formal with medium exposure of the back was more modest than the formal with much exposure of the back. The three combined groups had only 12.5% of the college men saying the formal with medium exposure of the back was more modest than the formal with much exposure of the back. The three combined groups had 87.5% saying there was little or no difference in the modesty of the two formals. Only 30% of the college

men whose fathers were sales workers, said there was little or no difference in the modesty of the two formals.

TABLE 8

COLLEGE MEN'S EXPRESSION OF ATTITUDES REGARDING MODESTY IN  
RELATION TO FORMALS WORN BY COLLEGE WOMEN, BY THE  
OCCUPATIONS OF THE MEN'S FATHERS

Father's Occupation	Attitudes Regarding the More Modest Formal by Percentage of Participants		
	Formal With Medium Exposure of the Back	Little or No Difference in Modesty	Chi-Square and Probabil- ity of a Greater Value
Professional, technical and kindred workers	33.3%	66.6%	20.52983
Farmers and farm managers	53.1%	46.8%	p < .005
Managers, officials, and proprietors	40%	60%	
Clerical and kindred workers	18.1%	81.8%	
Sales workers	70%	30%	
Craftsmen, foremen and kindred workers	47.2%	52.7%	
Operatives and kindred workers; service workers; laborers	12.5%	87.5%	

Five Chi-Square Values Showing a Difference Between the  
College Men's Preferences and Attitudes Regarding Modesty

Hypothesis: There is no significant difference between the  
college men's preferences for formals worn by college women with much

exposure and with medium exposure of the back and their attitudes regarding modesty in relation to formals worn by college women with much exposure and with medium exposure of the back. This hypothesis was not accepted. The Chi-square value for item number 71 in Table 17, p. 56 was 123.88524 and the probability of a greater value was less than .005. The Chi-square value was computed from data included in Table 9. Fifty-three per cent of the college men expressed the opinion

TABLE 9

COLLEGE MEN'S PREFERENCES FOR FORMALS WORN BY COLLEGE WOMEN AND  
THE MEN'S ATTITUDES REGARDING MODESTY IN RELATION  
TO FORMALS WORN BY COLLEGE WOMEN

Comparison of College Men's	Responses by Percentage of Participants			Chi-Square and Probabil- ity of a Greater Value
	Formal With Much Exposure of the Back	Formal With Medium Exposure of the Back	No Difference in Preference and Little or No Difference in Modesty	
Preferences for women's formals	26.3%	60.2%	13.3%	123.88524
Attitudes regarding more modest formal	4.4%	42.4%	53%	p < .005

that there was little or no difference in the modesty of the two formals, while 42.4% said that the formal with medium exposure of the back was more modest than the formal with much exposure of the back. However, 26.3% of the college men preferred seeing college women wear the formal with much exposure of the back and 60.2% preferred seeing college women wear the formal with medium exposure of the back. The

preferences were approximately two to one in favor of the formal with medium exposure of the back.

Hypothesis: There is no significant difference between the college men's preferences for snug fitting and well-fitted slacks worn by college women and their attitudes regarding modesty in relation to snug fitting and well-fitted slacks worn by college women. This hypothesis was not accepted. The Chi-square value for item number 72 in Table 17, p. 56 was 89.97956 and the probability of a greater value was less than .005. The Chi-square value was computed from data included in Table 10. Ninety per cent of the college men said that the well-fitted slacks were more modest than the snug fitting slacks. Thirty per cent of the college men preferred the snug fitting slacks and 60.2% preferred the well-fitted slacks for the college women. The

TABLE 10  
COLLEGE MEN'S PREFERENCES FOR SLACKS WORN BY COLLEGE WOMEN AND  
THE MEN'S ATTITUDES REGARDING MODESTY IN RELATION  
TO SLACKS WORN BY COLLEGE WOMEN

Comparison of College Men's	Responses by Percentage of Participants			Chi-Square and Probabil- ity of a Greater Value
	Snug Fitting Slacks	Well-Fitted Slacks	No Difference in Preference and Little or No Difference in Modesty	
Preferences for women's slacks	30.1%	60.2%	9.5%	89.97956
Attitudes regarding more modest slacks	2%	90.4%	7.5%	p < .005

preferences were two to one in favor of the well-fitted slacks.

Hypothesis: There is no significant difference between the college men's preferences for textured stockings and plain stockings worn by college women and their attitudes regarding modesty in relation to textured and plain stockings worn by college women. This hypothesis was not accepted. The Chi-square value for item number 73 in Table 17, p. 56 was 112.68510 and the probability of a greater value was less than .005. The Chi-square value was computed from data included in Table 11. The stockings were another item that a high percentage of the college men expressed the opinion that there was little or no difference in the modesty of the stockings. About 60% of the college men said that the plain stockings were more modest than the textured

TABLE 11

COLLEGE MEN'S PREFERENCES FOR STOCKINGS WORN BY COLLEGE WOMEN AND  
THE MEN'S ATTITUDES REGARDING MODESTY IN RELATION  
TO STOCKINGS WORN BY COLLEGE WOMEN

Comparison of College Men's	Responses by Percentage of Participants			Chi-Square and Probabil- ity of a Greater Value
	Textured Stockings	Plain Stockings	No Difference in Preference and Little or No Difference in Modesty	
Preferences for women's stockings	6.1%	91.4%	2.3%	112.68510
Attitudes regarding more modest stockings	2.7%	59.9%	37.3%	p < .005

stockings. Over 90% of the college men preferred to see college women wear the plain stockings instead of the textured stockings.

Hypothesis: There is no significant difference between the college men's preferences for snug fitting and well-fitted sheath skirts worn by college women and their attitudes regarding modesty in relation to snug fitting and well-fitted sheath skirts worn by college women. This hypothesis was not accepted. The Chi-square value for item number 74 in Table 17, p. 56 was 70.27750 and the probability of a greater value was less than .005. The Chi-square value was computed from data included in Table 12. Ninety and four-tenths per cent of the college men said the well-fitted sheath skirt was more modest than the snug fitting sheath skirt. Twenty-seven and three-tenths per cent of the college men preferred to see college women wear the snug fitting

TABLE 12

COLLEGE MEN'S PREFERENCES FOR SKIRTS WORN BY COLLEGE WOMEN AND  
THE MEN'S ATTITUDES REGARDING MODESTY IN RELATION  
TO SKIRTS WORN BY COLLEGE WOMEN

Comparison of College Men's	Responses by Percentage of Participants			Chi-Square and Probabil- ity of a Greater Value
	Snug Fitting Skirt	Well-Fitted Skirt	No Difference in Preference and Little or No Difference in Modesty	
Preferences for women's skirts	27.3%	65.7%	6.8%	70.27750
Attitudes regarding more modest skirt	2.7%	90.4%	6.8%	p < .005

sheath skirt and 65.7% preferred to see college women wear the well-fitted sheath skirt. The preferences were approximately two to one in favor of the well-fitted sheath skirt.

Hypothesis: There is no significant difference between the college men's preferences for bikini and one piece swimsuits worn by college women and their attitudes regarding modesty in relation to bikini and one piece swimsuits worn by college women. This hypothesis was not accepted. The Chi-square value for item number 75 in Table 17, p. 56 was 191.47926 and the probability of a greater value was less than .005. The Chi-square value was computed from data included in Table 13. The swimsuit was the item that showed the most difference between what the college men preferred and what they considered to be

TABLE 13

COLLEGE MEN'S PREFERENCES FOR SWIMSUITS WORN BY COLLEGE WOMEN AND  
THE MEN'S ATTITUDES REGARDING MODESTY IN RELATION  
TO SWIMSUITS WORN BY COLLEGE WOMEN

Comparison of College Men's	Responses by Percentage of Participants			Chi-Square and Probabil- ity of a Greater Value
	Bikini With More Body Exposure	One Piece Suit With Less Body Exposure	No Difference in Preference and Little or No Difference in Modesty	
Preferences for women's swimsuits	52.7%	40.0%	7.1%	191.47926
Attitudes regarding more modest swimsuit	2.7%	91.7%	5.4%	p < .005

more modest. Almost 92% of the college men said the one piece swimsuit was more modest than the bikini swimsuit. However, 52.7% of the college men preferred seeing college women wear the bikini swimsuit and only 40% preferred seeing college women wear the one piece swimsuit. Therefore the preference for the bikini swimsuit was not the swimsuit that they considered to be the more modest of the two.

#### Information From Personal Data Sheet

The personal data sheet revealed the following information. Seventy-seven fraternity men classified as juniors and seventy fraternity men classified as seniors made a total of 147 fraternity men in the study. The distribution was somewhat different for the non-fraternity men. There were one hundred and one non-fraternity men classified as juniors and forty-four non-fraternity men classified as seniors, to make a total of 145 non-fraternity men.

The largest number of students were registered in the College of Arts and Sciences. The Colleges of Engineering and Architecture and Design had the next highest number of participants. More fraternity than non-fraternity men were registered in the College of Agriculture and the College of Commerce, while more non-fraternity than fraternity men were registered in the College of Veterinary Medicine (Table 14, p. 40).

Information obtained from the personal data sheet revealed that 48 fraternity and 58 non-fraternity men lived on farms. Thirty non-fraternity and 45 fraternity men lived in cities of 2,500 to under 25,000. Twenty-five non-fraternity men and 32 fraternity men resided in

TABLE 14  
 NUMBER OF FRATERNITY AND NON-FRATERNITY MEN BY  
 COLLEGE OF REGISTRATION

College of Registration	Number of Fraternity Men	Number of Non-Fraternity Men
Agriculture	27	15
Arts and Sciences	49	34
Commerce	20	14
Engineering and Architecture and Design	43	34
Veterinary Medicine	8	48
Total	147	145

cities of 100,000 and over. Eleven fraternity men had homes in towns under 2,500 and in cities of 25,000 to under 100,000; while the numbers were 22 and 10 for the non-fraternity men (Table 15, p. 41).

Nearly all of the participants graduated from public high schools; only two fraternity and ten non-fraternity men attended parochial or private high schools.

The numbers were approximately the same for fraternity and non-fraternity men in size of family. Twelve fraternity and 13 non-fraternity men had no brothers or sisters; 29 non-fraternity and 38 fraternity men had brothers only; 40 non-fraternity and 41 fraternity men had sisters only; and 56 fraternity and 63 non-fraternity men had both brothers and sisters. Questionnaire data revealed fraternity men had a total of 144 brothers and 137 sisters, an average of 1.91

TABLE 15  
 NUMBER OF FRATERNITY AND NON-FRATERNITY MEN BY  
 LOCATION OF HOME

Home Location	Number of Fraternity Men	Number of Non-Fraternity Men
Farm	48	58
Under 2,500	11	22
2,500-25,000	45	30
25,000-100,000	11	10
100,000 and over	32	25
Total	147	145

siblings; while non-fraternity men had a total of 159 brothers and 151 sisters, an average of 2.13 siblings.

The members were approximately the same for fraternity and non-fraternity men in the occupational levels of the fathers. The three classifications of occupations with the largest number were farmers and farm managers; managers, officials, and proprietors; and professional, technical and kindred workers. Three fraternity and four non-fraternity men failed to write in their father's occupation, so their papers were excluded on this particular item (Table 16, p. 42).

TABLE 16  
 NUMBER OF FRATERNITY AND NON-FRATERNITY MEN BY  
 CLASSIFICATION OF FATHER'S OCCUPATION

Father's Occupation	Number of Fraternity Men	Number of Non-Fraternity Men
Professional, technical and kindred workers	23	22
Farmers and farm managers	47	56
Managers, officials, and proprietors	29	23
Clerical and kindred workers	7	4
Sales worker	12	8
Craftsman, foremen and kindred workers	16	22
Operatives and kindred workers; service workers; laborers	10	6
Total	144	141

## CHAPTER V

### CONCLUSIONS

Seventy-five Chi-square tests were run on the data of this study and only thirteen Chi-square values were statistically significant. The following conclusions were reached after careful study of each of the significant thirteen Chi-square values.

1. The fraternity men preferred more modest swimsuits for college women than non-fraternity men.
2. A larger percentage of non-fraternity men than fraternity men said they did not prefer one swimsuit over the other; they also said there was little or no difference in the modesty of the bikini and one piece swimsuits.
3. A larger percentage of college men registered in the College of Agriculture than in the College of Arts and Sciences, preferred well-fitted slacks for college women.
4. A larger percentage of college men whose homes were in towns under 2,500 than those who lived in cities of 25,000 to under 100,000, preferred the well-fitted slacks for college women.
5. A larger percentage of college men whose homes were in towns under 2,500 than those who lived in cities of 100,000 and over, said that the formal with medium exposure of the back was more modest than the formal with much exposure of the back.
6. A larger percentage of college men who attended public high schools than parochial or private high schools, said that the

well-fitted sheath skirt was more modest than the snug fitting sheath skirt.

7. A larger percentage of college men who had brothers only than those who had no brothers or sisters, said that the one piece swimsuit was more modest than the bikini swimsuit.

8. A larger percentage of college men whose fathers were sales workers than those whose fathers were operative and kindred workers, service workers or laborers, said that the formal with medium exposure of the back was more modest than the formal with much exposure of the back.

9. The college men did not associate modesty with low backed formals or with stockings to the degree that they did with the fit of slacks and skirts and the type of swimsuits.

10. The college men had a strong preference for the plain stockings.

11. Most of the college men's clothing preferences for the college women were for the more modest formal, skirt, slacks, and stockings.

12. The college men preferred to see college women wear the swimsuit they did not consider to be the more modest of the two.

## CHAPTER VI

### RECOMMENDATIONS

This was an exploratory study, which had an advantage over some of the studies that have used questionnaires to study the attitudes of different groups of people on a variety of subjects. The use of a technique in which slides are presented, has a very important advantage over the use of a questionnaire. Each respondent forms the same mental picture, while the use of a questionnaire may form as many mental pictures as there are respondents. Gaither (17) in her study on modesty in 1963, used a specific set of sketches and a specific wording of statements. However, the writer and members of the graduate committee felt that photographs were a better technique than sketches because of the possibility that the sketches may be a biased presentation and because photographs are closer to the actual object than sketches. One of the college men participating in the study, stated on his paper that he felt the slide control element was simple but very effective. Several of the men participating verbally expressed the opinion that the use of photographs was an improvement over the questionnaire to study attitudes. Therefore, the writer recommends that future studies on clothing attitudes be carried out through the use of drawings or photographs, and if possible through the use of photographs.

Several of the participants stated that their preferences would have been different if their girlfriend or date were wearing the

apparel. In another study the college men's preferences for the girlfriend or date could be compared with the preferences for the college women. It would be interesting to find out if the college men have a double standard on their preferences.

This study was limited to unmarried college men classified as juniors and seniors. Clothing attitudes expressed by both married and unmarried male students could be compared in another study to see if the married men's preferences for college women's dress are more modest than the unmarried men's preferences.

Studies could be carried out at colleges and universities located in other sections of the country. Since Kansas State is a Midwestern land-grant university, the Kansas State men's preferences may be more modest than the preferences of college men from the East or West.

One of the men participating in the study stated on his paper that he felt there was too much difference in the fit of the clothes. Another study could be carried out using a series of three or four photographs for each item of apparel. Therefore there would be a more gradual change from the well-fitted apparel to the snug fitting apparel or from the apparel that had less body exposure to the apparel that had more body exposure.

One of the professors in the College of Veterinary Medicine stated that of the two photographs in each slide, the one that wasn't the more modest of the two seemed to be lighter in value. This was true for the swimsuit, the slacks and the formal. If this would produce an effect upon the participant's responses is not known. The

difference in value was accidental in this study but another study could involve the use of photographs where the items compared are exactly of the same darkness or lightness.

Items of apparel selected for future studies on modesty should be apparel which is in wide use and in which there is current major differences in body exposure or fit of the garment.

There is also a need for more study of the reasons why the college men made the choices they did. The college men preferred to see college women wear the bikini swimsuit. Most of the college men said the one piece swimsuit was more modest than the bikini swimsuit. A study could be carried out to see if the college men consider the bikini swimsuit to be immodest.

Until just recently, little research has been directed towards attitudes regarding modesty in our culture. The writer feels that it is important that research be continued on this subject, because the dress of our culture is approaching such exposure of the body at a rapid rate. Every time this has happened in past history, it has been immediately after a war. Future studies concerning the reasons for the present lack of modesty in dress would be very valuable.

## ACKNOWLEDGMENTS

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**APPENDIX I****Statistical Analysis of Data**

TABLE 17

THE VARIABLES, CHI-SQUARE VALUE, DEGREES OF FREEDOM AND THE PROBABILITY OF A GREATER CHI-SQUARE VALUE FOR EACH ITEM LISTED ACCORDING TO NUMBER

No.	Item	Variables	Chi-square	D.F.	Probability of a Greater Value
1	Formal	Student Classification and item preferences	4.78872	2	.05 < p < .10
2	Slacks	"	1.22012	2	.50 < p < .75
3	Stockings	"	2.22289	2	.25 < p < .50
4	Skirt	"	.25714	2	.75 < p < .90
5	Swimsuit	"	14.57439	2	p < .005
6	Slacks	Student Classification and attitudes regarding modesty	1.62274	2	.25 < p < .50
7	Skirt	"	1.52879	2	.25 < p < .50
8	Formal	"	.97542	2	.50 < p < .75
9	Stockings	"	.62032	2	.50 < p < .75
10	Swimsuit	"	10.44201	2	.005 < p < .01
11	Formal	Classification in college and item preferences	.00768	2	.995 < p
12	Slacks	"	2.59340	2	.25 < p < .50
13	Stockings	"	.29833	2	.75 < p < .90
14	Skirt	"	2.53172	2	.25 < p < .50
15	Swimsuit	"	.04537	2	.975 < p < .99
16	Slacks	Classification in college and attitudes regarding modesty	.84213	2	.50 < p < .75
17	Skirt	"	.96120	2	.50 < p < .75
18	Formal	"	1.26514	2	.50 < p < .75
19	Stockings	"	.45330	2	.75 < p < .90
20	Swimsuit	"	1.47636	2	.25 < p < .50
21	Formal	Registration in college and item preferences	11.22308	8	.10 < p < .25
22	Slacks	"	22.13834	8	p < .005
23	Stockings	"	7.78105	8	.25 < p < .50
24	Skirt	"	2.36833	8	.95 < p < .975
25	Swimsuit	"	12.22369	8	.10 < p < .25
26	Slacks	Registration in college and attitudes regarding modesty	4.36496	8	.75 < p < .90
27	Skirt	"	7.54653	8	.25 < p < .50
28	Formal	"	10.08810	8	.25 < p < .50
29	Stockings	"	10.09404	8	.25 < p < .50
30	Swimsuit	"	4.19048	8	.75 < p < .90

TABLE 17 (continued)

No.	Item	Variables	Chi-square	D.F.	Probability of a Greater Value
31	Formal	Home location and item preferences	11.43391	8	.10 < p < .25
32	Slacks	"	16.37864	8	.025 < p < .05
33	Stockings	"	3.77449	8	.75 < p < .90
34	Skirt	"	7.59448	8	.25 < p < .50
35	Swimsuit	"	12.02099	8	.10 < p < .25
36	Slacks	Home location and attitudes regarding modesty	9.68718	8	.25 < p < .50
37	Skirt	"	4.36060	8	.75 < p < .90
38	Formal	"	17.00006	8	.025 < p < .05
39	Stockings	"	2.49536	4	.50 < p < .75
40	Swimsuit	"	6.36799	8	.50 < p < .75
41	Formal	Type of high school and item preferences	.11941	2	.90 < p < .95
42	Slacks	"	5.15841	2	.05 < p < .10
43	Stockings	"	1.17174	2	.50 < p < .75
44	Skirt	"	1.04611	2	.50 < p < .75
45	Swimsuit	"	1.86104	2	.25 < p < .50
46	Slacks	Type of high school and attitudes regarding modesty	2.48073	2	.25 < p < .50
47	Skirt	"	11.40085	2	p < .005
48	Formal	"	1.75746	2	.25 < p < .50
49	Stockings	"	1.08708	2	.50 < p < .75
50	Swimsuit	"	3.29848	2	.10 < p < .25
51	Formal	Size of family and item preferences	10.79774	6	.05 < p < .10
52	Slacks	"	6.10398	6	.25 < p < .50
53	Stockings	"	2.64145	6	.75 < p < .90
54	Skirt	"	5.33327	6	.50 < p < .75
55	Swimsuit	"	6.15792	6	.25 < p < .50
56	Slacks	Size of family and attitudes regarding modesty	6.76238	6	.25 < p < .50
57	Skirt	"	7.60038	6	.25 < p < .50
58	Formal	"	2.52590	6	.75 < p < .90
59	Stockings	"	2.58983	6	.75 < p < .90
60	Swimsuit	"	15.39600	6	.01 < p < .025

TABLE 17 (concluded)

No.	Item	Variables	Chi-square	D.F.	Probability of a Greater Value
61	Formal	Occupational level of father and item preferences	13.61376	12	.25 < p < .50
62	Slacks	"	8.01042	12	.75 < p < .90
63	Stockings	"	5.67183	12	.90 < p < .95
64	Skirt	"	10.49822	12	.50 < p < .75
65	Swimsuit	"	14.32783	12	.25 < p < .50
66	Slacks	Occupational level of father and attitudes regarding modesty	3.57299	6	.50 < p < .75
67	Skirt	"	3.58124	6	.50 < p < .75
68	Formal	"	20.52983	6	p < .005
69	Stockings	"	5.55554	6	.25 < p < .50
70	Swimsuit	"	7.56954	6	.25 < p < .50
71	Formal	Preferences and attitudes regarding modesty	123.88524	2	p < .005
72	Slacks	"	89.97956	2	p < .005
73	Stockings	"	112.68510	2	p < .005
74	Skirt	"	70.27750	2	p < .005
75	Swimsuit	"	191.47926	2	p < .005

## APPENDIX II

Form Letter for Contacting Men's Living Groups

1639 Laramie  
 Manhattan, Kansas  
 February 28, 1965

Name of president  
 Fraternity  
 Manhattan, Kansas

Dear Sir:

I am a graduate student planning some research on college men's attitudes towards college women's apparel and would appreciate your co-operation in asking the junior and senior men in your house to look at a few pictures and answer a few questions.

The questionnaire would be administered after the evening meal at the house and would take ten to fifteen minutes. In the random selection of the fraternities for the study, it is necessary to know how many junior and senior men are available. I would appreciate your filling out the information on this letter and returning it in the enclosed envelope.

I shall call for an appointment, if the men in your living group are chosen for the sample. Thank you for your service.

Yours truly,

Marilyn Feiter  
 Graduate Student  
 Clothing & Textiles

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Please return this portion of the letter to me in the self-addressed stamped envelope.

Do you think the junior and senior men in your living group would take ten to fifteen minutes some evening after dinner in March to answer a few questions?

\_\_\_\_\_ Yes  
 \_\_\_\_\_ No

If the answer was yes to the above question, how many junior and senior men live in your house?

\_\_\_\_\_ Number  
 of students

\_\_\_\_\_  
 Signature

\_\_\_\_\_  
 Name of Living Group

## APPENDIX III

Instructions Given to Each Group of College Men  
Before the Slides Were Presented



I am doing some research for my thesis on college men's attitudes towards college women's clothing. Tonight you will be shown ten slides of women's clothing. Will you answer a few questions and give your responses to the slides? There are no right and wrong answers. The only right answer is your sincere opinion.

As the photographs are presented, please mark on your paper the one you would prefer to see worn by the college women. This does not mean girlfriend or date, it means college women. If you prefer the one on your left, mark left on your paper. If you prefer the one on your right, mark right on your paper. If you do not prefer one over the other, mark same amount on your paper. As each slide is presented, I will name a specific occasion for which the clothing would be worn. You are to keep this in mind as you make your choice. Are there any questions? The skirt and sweater are to be worn to college classes, the stockings are to be worn to an informal dance, the swimsuit is to be worn to the public swimming pool, the formal is to be worn to a formal dance at the university, and the slacks and sweater are to be worn downtown shopping.

The pairs of photographs will be presented again and this time you will think about modesty in relationship to dress. You may feel that there is or is not a difference in the modesty shown in the dress of the two photographs. If you feel the garment on your left is more modest, mark left on your paper. If you feel the garment on your right is more modest, mark right on your paper. Or if you feel that there is little or no difference in the modesty shown in the two items, mark same amount on your paper.

## APPENDIX IV

## Check Sheet and Personal Data Sheet

Handwritten notes and a circular stamp, likely a library or archival mark, are visible in the lower half of the page. The text is faint and difficult to read.

## CHECK SHEET

Check the left or right garment as the one you prefer seeing college women wear. If you feel there is little or no difference in the two garments, check same.

	Left	Right	Same Amount
Skirt and sweater			

Swimsuit

Formal

Slacks and sweater

Stockings

Check the more modest garment shown in each slide. If you feel there is little or no difference in the modesty shown, check same.

	Left	Right	Same Amount
Stockings			

Swimsuit

Slacks and sweater

Skirt and sweater

Formal

## PERSONAL DATA SHEET

Instructions: Please check or fill in the answer to each item below.

Classification in college \_\_\_\_ Junior \_\_\_\_ Senior

Check the college in which you are now enrolled

Agriculture                       Engineering and Architecture and Design  
 Arts and Sciences               Home Economics  
 Commerce                           Veterinary Medicine

Name of dormitory you reside in \_\_\_\_\_

Is your home located

on a farm  
 in a town under 2,500  
 in a city 2,500 to under 25,000  
 in a city 25,000 to under 100,000  
 in a city 100,000 and over

Did you graduate from a

public high school  
 parochial or private high school

Describe your father's occupation. Tell what he actually does at work. (Check if retired \_\_\_\_ or deceased \_\_\_\_ and state what his occupation was).

Fill in the number of brothers and sisters that there are in your family

brothers older  
 brothers younger  
 sisters older  
 sisters younger  
 none



APPENDIX V

Photographs of the Selected Items of College Women's Apparel



Snug Fitting Sheath Skirt



Well-Fitted Sheath Skirt



Textured Stockings



Plain Stockings



Formal With Much Exposure  
of the Back



Formal With Medium Exposure  
of the Back



Bikini Swimsuit



One Piece Swimsuit



Snug Fitting Slacks



Well-Fitted Slacks

FRATERNITY AND NON-FRATERNITY COLLEGE MEN'S ATTITUDES  
TOWARDS SELECTED ITEMS OF COLLEGE WOMEN'S APPAREL

by

MARILYN ANN PEITER

A. B., Drury College, 1963

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AN ABSTRACT OF A MASTER'S THESIS

submitted in partial fulfillment of the

requirements for the degree

MASTER OF SCIENCE

Department of Clothing and Textiles

KANSAS STATE UNIVERSITY  
Manhattan, Kansas

1965

Fraternity and non-fraternity men's attitudes towards selected items of college women's apparel were studied.

Five slides with two photographs on each slide were used to study the clothing attitudes. A personal data sheet was used to gather background information about the college men. Two hundred ninety-two men attending Kansas State University--147 fraternity and 145 non-fraternity--participated in the study. Seventy-five Chi-square tests were run on the data of this study and only thirteen Chi-square values were statistically significant.

Both the fraternity and non-fraternity preferred seeing college women wear the bikini swimsuit. However, a larger percentage of non-fraternity men than fraternity men said they did not prefer one swimsuit over the other and that there was little or no difference in the modesty of the bikini and one piece swimsuits. The percentage of college men who preferred to see college women wear the well-fitted slacks was highest for the men registered in the College of Agriculture and lowest for the men registered in the College of Arts and Sciences. The college men living in a town under 2,500 preferred the well-fitted slacks for the college women and the college men living in a city of 25,000 to under 100,000 preferred the snug fitting slacks for the college women.

The percentage of college men saying the formal with medium exposure of the back was the more modest formal was highest for the college men residing in a town under 2,500 and lowest for those residing in a city of 100,000 and over. Almost one-fifth of the twelve college men who attended a parochial or private high school said that

the snug fitting sheath skirt was the more modest of the two. Ninety-seven per cent of the college men with brothers only said the one piece swimsuit was the more modest swimsuit. The college men with no brothers or sisters had the highest percentage saying the bikini was the more modest swimsuit. The formal with medium exposure of the back was said to be the more modest formal by the college men whose fathers were sales workers.

Some interesting information was found when the college men's preferences of apparel for the college women were compared with their attitudes regarding modesty in relation to college women's dress. The college men's preferences for the college women were approximately two to one in favor of the formal, skirt and slacks that the college men considered to be the more modest. Over 90% of the college men preferred to see college women wear plain stockings rather than textured stockings. The swimsuit was the only item where the highest percentage of college men preferred to see college women wear the item they did not consider to be the more modest of the two.

Approximately one-third of the participants lived on farms, and nearly all graduated from public high schools. Most of the men were registered in the College of Arts and Sciences; the Colleges of Engineering and Architecture and Design claimed the next highest number of enrollees. The three classifications of father's occupations that received the most responses were farmers and farm managers; managers, officials, and proprietors; and professional, technical and kindred workers.