

CONTENT VALIDITY OF THE DESCRIPTIVE/INJUNCTIVE NORM PREFERENCE SCALE

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Abstract

The purpose of this study was to examine a content validity of the descriptive/injunctive norm preference scale (DINPS). This scale measures a tendency which people prefer injunctive norms (i.e. the social rules we have to comply) or descriptive norms (i.e. the perceptions of actual behavior showed by almost all people). Three scales were adopted to consider a content validity of DINPS. First, the need for uniqueness scale (Snyder & Fromkin, 1977, 1980) was used because this scale measured a stable individual deference which people want to be unique. Second, the F scale (Adorno et al., 1951) was used to assess that people agree or disagree with 9 subscales as “conventionalism”, “authoritarian submission”, “authoritarian aggression”, “anti-intraception”, “superstition and stereotypy”, “power and toughness”, “destructiveness and cynicism”, “projectivity”, and “sex”. Finally, the individual and social orientedness scale made by Ito (1993) was used. This scale measured two aspects: 1) social orientedness concerned the orientation to others and the external (interpersonal) adjustment, 2) individual orientedness concerned the orientation to self and the internal adjustment. Forty hundred respondents compete these four scales by on line survey. According to correlational analyses, it was found that there was a content validity of DINPS modestly.

Keywords: Content validity, descriptive norm, injunctive norm, scale.

1. Introduction

Kuroishi & Sano (2018) developed the scale which measured the preference for descriptive or injunctive norms. This scale, named DINPS (i.e. descriptive/injunctive preference norm scale), was consisted of three subscales such as “Apprehension of deviance from descriptive”, “Regard for injunctive” and “Aversion to injunctive norms”. “Apprehension of deviance from descriptive” meant that one’s concern whether one deviated from descriptive norms or not (“I am worried that I am not doing the same thing as everyone else” etc.). “Regard for injunctive” represented one’s value and respect for injunctive norms (“Rules are important for everyone to live comfortably” etc.). “Aversion to injunctive norms” showed the tendency which one hated injunctive norms (“I do not like customs and traditions” etc.).

The purpose of this study was to examine a content validity of DINPS. Three scales, the need for uniqueness scale (Snyder & Fromkin, 1977, 1980), F scale (Adorno et al., 1951), and the individual and social orientedness scale (Ito, 1993), were adopted. As the need for uniqueness scale measures a stable individual deference which people want to be unique, the scale is considered as contrary concept with DINPS. The F scale measures the potentially antidemocratic personality, therefore, the F scale includes constructive concepts that one value following social rules and injunctive norms. The individual and social orientedness scale measure two aspects: 1) “Social orientedness” concerned the orientation to others and the external (interpersonal) adjustment, 2) “Individual orientedness” concerned the orientation to self and the internal adjustment. Especially, it is assumed that “Social orientedness” relates with DINPS, because “Social orientedness” represented that one’s concerns about others around and external adjustments in a community or society one belongs to.

2. Methods

Web questionnaire panel survey was used to collect data. Four hundred Japanese (male 200, female 200, aged 20-59) participated in this study. Respondents completed four scales as bellow. 1) The DINPS 55 items originally made by Kuroishi & Sano (2018), which was consisted of three subscales, “Apprehension of deviance from descriptive”, “Regard for injunctive”, and “Aversion to

injunctive norms”. 2) The need for uniqueness scale 32 items (Snyder & Fromkin, 1977, 1980). 3) The F scale 29 items (Adorno et al., 1951) which was consist of nine subscales as “Conventionalism”, “Authoritarian submission”, “Authoritarian aggression”, “Anti-intracception”, “Superstition and stereotypy”, “Power and toughness”, “Destructiveness and cynicism”, “Projectivity”, and “Sex”. 4) The individual and social orientedness scale 30 items made by Ito (1993) which measured two aspects a social orientedness (positive/negative) and an individual orientedness (positive/negative).

3. Results and discussion

Almost all subscales were normal distributions. Descriptive statistics of four scales were shown in Table1.

Table1. Descriptives of four scales.

	Subscale	M	SD
DINPS	Apprehension of deviance from descriptive (a)	2.94	.65
	Regard for injunctive (b)	3.42	.55
	Aversion to injunctive norms (c)	2.93	.56
Need for uniqueness scale (d)		2.89	.34
F scale	Conventionalism (e)	.47	.78
	Authoritarian submission (f)	.25	.64
	Authoritarian aggression (g)	.10	.72
	Anti-intracception (h)	.19	.72
	Superstition and stereotypy (i)	.23	.68
	Power and toughness (j)	-.09	.65
	Destructiveness and cynicism (k)	.08	.93
	Projectivity (l)	-.21	.78
	Sex (m)	-.05	.85
Individual and social orientedness scale	Social Orientedness (positive) (n)	3.31	.62
	Social Orientedness (negative) (o)	3.02	.66
	Individual Orientedness(positive) (p)	3.20	.55
	Individual Orientedness(negative) (q)	2.97	.61

Note: DINPS, the need for uniqueness scale and the individual and social proentedness scale were measured 5-point Likert scale (1-5). The F scale was used 7 point Likert scale (1-7) and transformed as follows: 1 into -3, 2 into -2, 3 into -1, 4 into 0, 5 into 1, 6 into 2, and 7 into 3.

Correlational analyses were conducted to test a content validity of DINPS shown in Table 2. As we expected, “Apprehension of deviance from descriptive” and “Regard for injunctive” were correlated negatively with “Need for uniqueness” ($r=-.51, p<.001$ and $r=-.38, p<.001$, respectively), on the other hand, “Aversion to injunctive norms” were correlated positively with “Need for uniqueness” ($r=.36, p<.001$).

Also, “Apprehension of deviance from descriptive” and “Regard for injunctive” were positively correlated with social orientedness scale. These results were consistent with an assumption. As “Social orientedness” measured one’s concern for others/society and external adjustment, it was obvious that observing or concerning for descriptive norm and injunctive norm fitted conceptually with “Social orientedness”.

Table 2. Inter-subscales correlation coefficients.

	d	e	f	g	h	i	j	k	l	m
DINPS										
a:Apprehension of deviance from descriptive	-.51***	.10	.27***	.21**	.17**	.19***	.23***	.27***	.19***	.24***
b:Regard for injunctive	-.38***	.42***	.39***	.25***	.22***	.34***	.07	.15**	-.02	.13**
c:Aversion to injunctive norms	.36***	-.07	.04	.13**	.11*	.21***	.24***	.11*	.31***	.18***

Note: *** $p<.001$, ** $p<.01$, * $p<.05$

Table 2. (Continued).

	n	o	p	q
<u>DINPS</u>				
a:Apprehension of deviance from descriptive	.28***	.72***	-.38***	-.05
b:Regard for injunctive	.54***	.23***	.16**	-.00
c:Aversion to injunctive norms	-.08	.16**	.08	.53***

Note: *** $p < .001$, ** $p < .01$, * $p < .05$

The F scale was related with injunctive norm. Specifically, “Conventionalism” and “Authoritarian submission” of the F scale were positively correlated with “Regard for injunctive”. In addition, “Aversion to injunctive norms” was positively correlated with “Projectivity”, “Power and toughness” and “Superstition and stereotypy” ($r = .31, p < .001, r = .24, p < .001, r = .21, p < .001$, respectively).

4. Conclusion

This study examined a content validity of the DINPS. As results showed, DINPS related adequately with three scales which had associated psychological concepts. This study conducted in only Japan. As descriptive/injunctive norm preference was universal psychological process, cross culture studies were needed in future.

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