

When look at in terms of overall tv viewing,
"sci prone" subgroups evidence "mainstreaming".
When look at by typology, "absorbers" more - than "seehers"

I. General Orientations

- A. PROSCI - \checkmark dispersed upward convergence; many items sig; mainstreaming
- ? B. EXPSCI - index breaks NS; - majority score low overall; ^{mix of (+/-)} ~~more + views = HVs~~
- C. PROTECH - neg view = HVs (except VIDEOGAMES = TV type tech.)
- D. ANXIETY
- E. Misc. - RelSci, Worldview

II. Practical, Civic, & Cultural Science

- A. ISSINT a few
- B. ISSINF X a few
- C. SCISTUD1 + 2, SOCSCI1 + 2
- ~~D. SPENDING~~
- ~~E. SCIRES~~
- F. SAFETY X
- ~~G. PSEUDO-SCI~~

III. Confidence in Science & Image of Scientists

- ~~A. INSTCON X~~
- ~~B. CAREER~~
- C. NEGIMAGE

IV. MISC

- A. Ethuman, Ethfriend
- B. Scicult
- C. Polact
- D. Perstech

Prosci : Positive Orientation Towards Science

- Scifast : One trouble with science is that it makes our way of life change too fast.
- *Scieasy : Science is making our lives healthier, easier, and more comfortable.
- Sciright : One of the bad effects of science is that it breaks down people's ideas of right and wrong.
- Sci probs : Science is likely to cause more problems than to find solutions.
- *Sciben : The benefits of science outweigh whatever harm it does.
- Scicontr : The growth of science means that a few people could control our lives.

* Not included in Index.

Expsci : Positive Expectations of Science

- Fastravl : ... A way to travel faster than the speed of light?
- Spacewar : ... Wars in space?
- Spacestrn : ... People working in space stations?
- Carsfly : ... Cars that fly?
- Aliens : ... Humans communicating with alien beings?
- *Nucwaste : ... A safe method for disposing of nuclear waste?
- Curement : Science find cure for mental retardation
- *Curecold : Science find cure for common cold

* Not included in Index.

Protech : Positive Orientation Towards Technology

Machines: These days, more and more things that people used to do are done by machines. Do you think that's a good thing or a bad thing?

Computer : ... please tell me whether you think it is generally a good thing, a bad thing, or a little of both:
How about computers?

Robots : ... Industrial robots?

*Artheart : ... Artificial hearts?

Banktel : ... Electronic bank tellers?

Nucpower : ... Nuclear power plants?

Vidgames : How about video games?

* Not included in Index

This set of tables has 2 Indexes

Issint : General Issue Interest

Typology Analysis missing

- Corevent : Would you say that you are very interested, moderately interested, or not at all interested in current events?
- Intfor : International + foreign policy issues. Are you very interested, moderately interested, or not at all interested?
- Intspace : Space exploration. Are you very interested, moderately interested, or not at all interested?
- Intinven : New inventions and technology. Are you very interested, moderately interested, or not at all interested?
- Intdisc : New scientific discoveries. Are you very interested, moderately interested, or not at all interested?
- Intcon : Economic issues and business conditions. Are you very interested, moderately interested, or not at all interested?
- Intcrime : Crime and violence. Are you very interested, moderately interested, or not at all interested?
- Intschl : Local school issues. Are you very interested, moderately interested, or not at all interested?
- SSING-Intmilit : Military + defense policy. Are you very interested, moderately interested, or not at all interested?
- SSING-Intener : Energy policy. Are you very interested, moderately interested, or not at all interested?

Intsci : Interest in Science Issues

- Intspace
Intdisc
Intinven
ING-Intener

Relsci: Religion Favored Over Science

Nofaith : We depend too much on science and not enough on faith.

Worldrun : Do you think that the things that happen in this world are mostly controlled by God, or do you think the world runs pretty much by itself?

MISSING Bibsci : Scientific or Biblical version of creation?

This set of tables has 2 Indexes

ISSINT : General Issue Interest

Typology Analysis Missing

Intfor : International & foreign policy issues. Are you very interested, moderately interested, or not at all interested?

Intspace : Space exploration. Are you very interested, moderately interested, or not at all interested?

Intinven : New inventions and technology. Are you very interested, moderately interested, or not at all interested?

Intdisc : New scientific discoveries. Are you very interested, moderately interested, or not at all interested?

Intecon : Economic issues and business conditions. Are you very interested, moderately interested, or not at all interested?

Intcrime : Crime & violence. Are you very interested, moderately interested, or not at all interested?

Intschl : Local school issues. Are you very interested, moderately interested, or not at all interested?

ISSING-Intmilit : Military & defense policy. Are you very interested, moderately interested, or not at all interested?

ISSING-Intener : Energy policy. Are you very interested, moderately interested, or not at all interested?

Intsci : Interest in Science Issues

Intspace

Intdisc

Intinven

ISSING-Intener

This set of tables has 2 Indexes

IssInf : General Issue Informed

- Inffor : International and foreign policy issues. Would you say that you are very well informed, moderately well informed, or poorly informed?
- Infspace : Issues about space exploration. Would you say that you are very well informed, moderately well informed, or poorly informed?
- Infdisc : Issues about new scientific discoveries. Would you say that you are very well informed, moderately well informed, or poorly informed?
- Infecon : Economic Issues and business conditions. Would you say that you are very well informed, moderately well informed, or poorly informed?
- Infinven : Issues about the use of new inventions & technologies. Would you say that you are very well informed, moderately well informed, or poorly informed?
- Inferime : Issues about crime and violence. Would you say that you are very well informed, moderately well informed, or poorly informed?
- Infscnl : Local school issues. Would you say that you are very well informed, moderately well informed, or poorly informed?
- Infener : Issues about energy policy. Would you say that you are very well informed, moderately well informed, or poorly informed?
- Infmilit : Issues about military and defense policy. Would you say you are very well informed, moderately well informed, or poorly informed?

Infsci : Informed on Science Issues

Infspace
Infdisc
Infinven
Infener

Scistud 1 and 2, Socsci 1 and 2

Index Missing Typology Analysis Missing

- Scistud1 : When you hear the term "scientific study," do you have a clear understanding of what it means, a general sense of what it means, or little understanding of what it means?
- Scistud2 : In your own words, could you tell me what it means to study something scientifically?
- Socsci1 : When you hear the term "social science," do you have a clear understanding of what it means, a general sense of what it means, or little understanding of what it means?
- Socsci2 : What would you say a social science is?

Scires : Scientific Restraint

- Liveold : ... do you think that scientists should or should not be allowed to conduct : Studies that could enable people to live to be a hundred or more.
- Newlife : ... Studies that could allow scientists to create new forms of plant and animal life?
- Intbeing : ... Studies that could discover intelligent beings in Outer Space?
- Kidsex : ... Studies that could allow parents to select the sex of their child?

Instecon: High Confidence in Social Institutions

Typology Analysis Missing

- Conmed : ... would you say that you have a great deal of confidence, only some confidence, or hardly any confidence at all in ... the medical community.
- Congmt : ... the Government?
- *Conrel : ... Organized religion?
- Consci : ... the scientific community?
- *Conchch : ... your local church?
- Conbus : ... major companies?
- *Conpress : ... the press?
- *Contv : ... television?

* Not included in Index

Career: Positive Orientation Towards Science As Career

Typology Analysis Missing

- Hesci : If you had a son, how would you feel if he wanted to be a scientist - would you feel happy, unhappy, or would you not care one way or the other?
- Shesci : If you had a daughter, how would you feel if she wanted to be a scientist - would you feel happy, unhappy, or would you not care one way or the other?
- Ratesci : Overall, how would you rate the job of a scientist? Would you say it is better than most jobs, about the same as most other jobs, or worse than most other jobs?

Negimage : Negative Image of Scientists

- Scisolo : A scientist usually works alone.
- Scidang : Scientific work is dangerous.
- Scifun : Scientists don't get as much fun out of life as other people do.
- Scimarry : Scientists usually don't get married.
- Scifam : Scientists who are married don't spend too much time with their families.
- Sciodd : Scientists are apt to be odd and peculiar people.
- Scifor : Many scientists in this country are foreigners.
- * Scirel : Scientists are not likely to be very religious people.
- * Sciwork : Scientists have few other interests but their work.
- * Sciknow : Most scientists are mainly interested in knowledge for its own sake; they don't care much about its practical value.

* Not included in Index.

ET human and ET friend

Index missing

Typology Analysis Missing

ET human : If we were visited by beings from another planet, would these visitors look like humans?

ET friend : Would they be friendly or unfriendly?

Scicult : Involvement in Science Cultural Activities

Individual Tables missing

Stmuseum : Visited science or technology museum

NHmuseum : Visited natural history museum

Aquazoo : Visited aquarium or zoo

Scifair : Visited science fair

Polact : Political Activity

Individual Tables Missing

- Vote any : Voted in election
- Polwork : Worked For political party or candidate
- Donated : Given money to candidate or party
- But post : Worn button or displayed poster
- Contact : Contacted elected official about science

Perstech: Personal Exposure/Use of Technology

Individual Tables Missing

Vidisk : Do you have video or disk player

TVgames : Do you have video games

Homecomp : Do you have a home computer

Computers In Life

Index Missing
Typology Analysis Missing

- Runlives : Someday computers may be running our lives,
- Comthink : many Computers can "think" as well as people think.
- morejobs : On balance, computers will create more jobs than they will eliminate,
- Comtell : Computers can only do what people tell them to do.
- Anyuse : Almost anyone can learn to use a computer,

Genspend : General Spending on Science

- Sppollut : ... tell me if you think the government is spending too much money, too little money, or about the right amount of money -
Pollution
- * Spweapon : New weapons. Are we spending too much, too little, or about the right amount?
- Spenergy : Conserving energy. Are we spending too much, too little, or about the right amount?
- Spsocial : Social programs. Are we spending too much, too little, or about the right amount?
- Sp-space : Exploring space. Are we spending too much, too little, or about the right amount?
- Speduc : Education programs. Are we spending too much, too little, or about the right amount?

* Not included in Index.

Astrology

Index missing
Typology Analysis Missing

Readhor : How often do you read horoscopes or your personal astrology reports?

Astrsci : Would you say that astrology is very scientific, sort of scientific, or not scientific at all?

Abstract : In your daily life, do you sometimes decide to do or not to do something because your astrological signs for the day are favorable or unfavorable.

Major Health Problems

Index Missing
Typology Analysis missing

- Caffeine: There are many opinions about how safe or dangerous various things are to people's health. How about caffeine?
- Preserv: Food preservatives?
- Cholest: cholesterol?
- Smoking : Smoking?
- Salt : Salt?
- Alcohol : Alcohol?
- Pest : Pesticides?
- Toxwaste : Toxic Waste?
- Asbestos : Asbestos?
- Bcpills : Birth Control Pills?