

Phone: Nisbett Items

Phone: SNCAT - Nisbett Item Categorization: Taxonomic or Theoretical

OVERVIEW

The following series of categorization items were provided by Professor Richard E. Nisbett University of Michigan to test whether Americans think more holistically as they age. The interviewer reads the following instructions to the respondent:

"Now I am going to read you lists of three things. For each list I will ask you to indicate which two of the three are most closely related. There are no right or wrong answers. We are just interested in your judgments."

The interviewer then reads three words, which appear one at a time on the interviewer's computer screen. Once the interviewer finishes, the respondent selected any two words that he or she thought most closely related. The interviewer repeated the list if necessary. However, respondents were not allowed for duplicate answers. There were twelve sets of word lists.

In *The Geography of Thought: how Asians and Westerners think differently -- and why* By Richard E. Nisbett, 2003, Simon and Schuster, Nisbett shows that people actually think about -- and even see -- the world differently because of differing ecologies, social structures, philosophies, and educational systems that date back to ancient Greece and China and that have survived into the modern world. As a result, East Asian thought is "holistic" -- drawn to the perceptual field as a whole and to relations among objects and events within that field. By comparison to Western modes of reasoning, East Asian thought relies far less on categories or on formal logic; it is fundamentally dialectic, seeking a "middle way" between opposing thoughts. By contrast, Westerners focus on salient objects or people, use attributes to assign them to categories, and apply rules of formal logic to understand their behavior.

Is it Culture Or Is It Language? Ji, Zhang, and Nisbett, *Journal of Personality and Social Psychology* 2004, Vol. 87, No. 1, 57-65.

Categorization is about organizing the world. Objects can be organized and classified together because they share taxonomic categories or because they share thematic relations. Taxonomic categorization (or category-based classification) is made on the basis of similarity of attributes, such as similarities in perceptual properties among objects, whereas thematic categorization (or relationship-based classification) is made on the basis of causal, spatial, and temporal relationships among objects (Markman & Hutchinson, 1984). For example, if people are given the triplet seagull?squirrel?tree and asked which two go together, the choice seagull?squirrel indicates a taxonomic categorization, whereas squirrel?tree suggests a thematic categorization.

BRIEF VARIABLE DESCRIPTIONS

cn001re: Indicates if respondent is in the sample.

cn002re: Percentage of holistic replies to categorization items

cn003re - cn014re: Replies to Nisbett categorization items

Note: See Cor 948 in Appendix G for variable creation details

cn001re: Sample selection (GROUP91 == 1, 7, 8, or 9).

Data source: Sibling Respondent Collected in: 2005 Mode: phone

Source variables: repn

Value	Label	Frequencies		
		Male	Female	Total
.	System missing - NR	2407	2101	4508
0	R is not in sample (repn = 0,2,3,4,5,6)	1264	1387	2651
1	R is in sample (repn = 1,7,8,9)	766	853	1619

cn002re: Percentage of holistic replies to categorization items.

Data source: Sibling Respondent Collected in: 2005 Mode: phone

Source variables: cn003re, cn005re, cn007re, cn008re, cn009re, cn011re, cn013re, cn014re

Value	Label	Frequencies		
		Male	Female	Total
.	System missing - NR	2407	2101	4508
-2	INAPPROPRIATE INAPPROPRIATE (CN001RE == 0)	1311	1433	2744
0	NO HOLISTIC RESPONSE	25	18	43
8.33		35	38	73
16.67		52	53	105
25		61	64	125
27.27		1	0	1
33.33		95	83	178
41.67		133	118	251
50		132	142	274
54.55		1	2	3
58.33		125	168	293
66.67		59	121	180

cn003re: Please indicate which two of the the three things you believe to be most closely related: Seagull, Sky, Dog.

Data source: Sibling Respondent Collected in: 2005 Mode: phone
Source variables: ncat1_ab

Value	Label	Frequencies		
		Male	Female	Total
.	System missing - NR	2407	2101	4508
-2	INAPPROPRIATE INAPPROPRIATE (CN001RE == 0)	1302	1422	2724
-1	DON'T KNOW	5	6	11
1	SKY-SEAGULL (HOLISTIC)	25	29	54
2	SEAGULL-SKY (HOLISTIC)	510	645	1155
3	SEAGULL-DOG (ANALYTIC)	29	18	47
4	DOG-SEAGULL (ANALYTIC)	6	3	9
5	SKY-DOG (NEITHER HOLISTIC NOR ANALYTIC)	144	104	248
6	DOG-SKY (NEITHER HOLISTIC NOR ANALYTIC)	9	13	22

cn004re: Filler item not used in summary variable.

Data source: Sibling Respondent Collected in: 2005 Mode: phone
Source variables: cn002re

Value	Label	Frequencies		
		Male	Female	Total
.	System missing - NR	2407	2101	4508
-2	INAPPROPRIATE INAPPROPRIATE (CN001RE == 0)	1301	1422	2723
-1	DON'T KNOW	1	1	2
1	BLACK-WHITE (NEITHER HOLISTIC NOR ANALYTIC)	438	495	933
2	WHITE-BLACK (NEITHER HOLISTIC NOR ANALYTIC)	6	5	11
3	WHITE-BLUE (NEITHER HOLISTIC NOR ANALYTIC)	61	54	115
4	BLUE-WHITE (NEITHER HOLISTIC NOR ANALYTIC)	4	11	15
5	BLACK-BLUE (NEITHER HOLISTIC NOR ANALYTIC)	213	242	455
6	BLUE-BLACK (NEITHER HOLISTIC NOR ANALYTIC)	6	10	16

cn005re: Please indicate which two of the the three things you believe to be most closely related: Doctor, Teacher, Homework.

Data source: Sibling Respondent Collected in: 2005 Mode: phone
Source variables: ncat3_ab

Value	Label	Frequencies		
		Male	Female	Total
.	System missing - NR	2407	2101	4508
-2	INAPPROPRIATE INAPPROPRIATE (CN001RE == 0)	1302	1422	2724
-1	DON'T KNOW	2	1	3
1	DOCTOR-TEACHER (ANALYTIC)	283	288	571
2	TEACHER-DOCTOR (ANALYTIC)	5	3	8
3	TEACHER-HOMEWORK (HOLISTIC)	420	515	935
4	HOMEWORK-TEACHER (HOLISTIC)	11	8	19
5	DOCTOR-HOMEWORK (NEITHER HOLISTIC NOR ANALYTIC)	7	3	10

cn006re: Filler item not used in summary variable.

Data source: Sibling Respondent Collected in: 2005 Mode: phone
Source variables: cn002re

Value	Label	Frequencies		
		Male	Female	Total
.	System missing - NR	2407	2101	4508
-2	INAPPROPRIATE INAPPROPRIATE (CN001RE == 0)	1301	1422	2723
-1	DON'T KNOW	2	2	4
1	SHOES-BOOTS (NEITHER HOLISTIC NOR ANALYTIC)	509	539	1048
2	BOOTS-SHOES (NEITHER HOLISTIC NOR ANALYTIC)	12	11	23
3	BOOTS-SLIPPERS (NEITHER HOLISTIC NOR ANALYTIC)	19	7	26
4	SLIPPERS-BOOTS (NEITHER HOLISTIC NOR ANALYTIC)	2	1	3
5	SHOES-SLIPPERS (NEITHER HOLISTIC NOR ANALYTIC)	179	249	428
6	SLIPPERS-SHOES (NEITHER HOLISTIC NOR ANALYTIC)	6	9	15

cn007re: Please indicate which two of the the three things you believe to be most closely related: Train, Bus, and Tracks.

Data source: Sibling Respondent Collected in: 2005 Mode: phone
Source variables: ncat5_ab

Value	Label	Frequencies		
		Male	Female	Total
.	System missing - NR	2407	2101	4508
-2	INAPPROPRIATE INAPPROPRIATE (CN001RE == 0)	1301	1422	2723
-1	DON'T KNOW	3	1	4
1	TRAIN-BUS (ANALYTIC)	227	224	451
2	BUS-TRAIN (ANALYTIC)	3	5	8
3	BUS-TRACKS (NEITHER HOLISTIC NOR ANALYTIC)	5	2	7
5	TRAIN-TRACKS (HOLISTIC)	480	576	1056
6	TRACKS-TRAIN (HOLISTIC)	11	10	21

cn008re: Please indicate which two of the the three things you believe to be most closely related: Computer monitor, antenna, television.

Data source: Sibling Respondent Collected in: 2005 Mode: phone
Source variables: ncat6_ab

Value	Label	Frequencies		
		Male	Female	Total
.	System missing - NR	2407	2101	4508
-2	INAPPROPRIATE INAPPROPRIATE (CN001RE == 0)	1302	1422	2724
-1	DON'T KNOW	2	3	5
1	COMPUTER MONITOR-ANTENNA (NEITHER HOLISTIC NOR ANALYTIC)	13	16	29
3	ANTENNA-TELEVISION (HOLISTIC)	296	425	721
4	TELEVISION-ANTENNA (HOLISTIC)	44	74	118
5	COMPUTER MONITOR-TELEVISION (ANALYTIC)	346	278	624
6	TELEVISION-COMPUTER MONITOR (ANALYTIC)	27	22	49

cn009re: Please indicate which two of the the three things you believe to be most closely related: Carrot, Eggplant, Rabbit.

Data source: Sibling Respondent Collected in: 2005 Mode: phone
Source variables: ncat7_ab

Value	Label	Frequencies		
		Male	Female	Total
.	System missing - NR	2407	2101	4508
-2	INAPPROPRIATE INAPPROPRIATE (CN001RE == 0)	1301	1422	2723
-1	DON'T KNOW	2	1	3
1	CARROT-EGGPLANT (ANALYTIC)	330	368	698
2	EGGPLANT-CARROT (ANALYTIC)	16	20	36
3	EGGPLANT-RABBIT (NEITHER HOLISTIC NOR ANALYTIC)	11	4	15
4	RABBIT-EGGPLANT (NEITHER HOLISTIC NOR ANALYTIC)	1	0	1
5	CARROT-RABBIT (HOLISTIC)	338	386	724
6	RABBIT-CARROT (HOLISTIC)	31	39	70

cn010re: Filler item not used in summary variable.

Data source: Sibling Respondent Collected in: 2005 Mode: phone
Source variables: cn002re

Value	Label	Frequencies		
		Male	Female	Total
.	System missing - NR	2407	2101	4508
-2	INAPPROPRIATE INAPPROPRIATE (CN001RE == 0)	1301	1422	2723
-1	DON'T KNOW	1	0	1
1	CLOUD-WIND (NEITHER HOLISTIC NOR ANALYTIC)	36	52	88
2	WIND-CLOUD (NEITHER HOLISTIC NOR ANALYTIC)	5	2	7
3	WIND-RAIN (NEITHER HOLISTIC NOR ANALYTIC)	174	232	406
4	RAIN-WIND (NEITHER HOLISTIC NOR ANALYTIC)	2	3	5
5	CLOUD-RAIN (NEITHER HOLISTIC NOR ANALYTIC)	501	521	1022
6	RAIN-CLOUD (NEITHER HOLISTIC NOR ANALYTIC)	10	8	18

cn011re: Please indicate which two of the the three things you believe to be most closely related: Panda, Banana, Monkey.

Data source: Sibling Respondent Collected in: 2005 Mode: phone
Source variables: ncat9_ab

Value	Label	Frequencies		
		Male	Female	Total
.	System missing - NR	2407	2101	4508
-2	INAPPROPRIATE INAPPROPRIATE (CN001RE == 0)	1302	1422	2724
-1	DON'T KNOW	4	1	5
1	PANDA-BANANA (NEITHER HOLISTIC NOR ANALYTIC)	7	9	16
2	BANANA-PANDA (NEITHER HOLISTIC NOR ANALYTIC)	1	3	4
3	BANANA-MONKEY (HOLISTIC)	349	368	717
4	MONKEY-BANANA (HOLISTIC)	87	123	210
5	PANDA-MONKEY (ANALYTIC)	270	301	571
6	MONKEY-PANDA (ANALYTIC)	10	13	23

cn012re: Filler item not used in summary variable.

Data source: Sibling Respondent Collected in: 2005 Mode: phone
Source variables: cn002re

Value	Label	Frequencies		
		Male	Female	Total
.	System missing - NR	2407	2101	4508
-2	INAPPROPRIATE INAPPROPRIATE (CN001RE == 0)	1302	1422	2724
-1	DON'T KNOW	4	1	5
1	KITE-BASKETBALL (NEITHER HOLISTIC NOR ANALYTIC)	28	34	62
2	BASKETBALL-KITE (NEITHER HOLISTIC NOR ANALYTIC)	4	2	6
3	BASKETBALL-TENNIS (NEITHER HOLISTIC NOR ANALYTIC)	650	719	1369
4	TENNIS-BASKETBALL (NEITHER HOLISTIC NOR ANALYTIC)	38	48	86
5	KITE-TENNIS (NEITHER HOLISTIC NOR ANALYTIC)	3	14	17
6	TENNIS-KITE (NEITHER HOLISTIC NOR ANALYTIC)	1	0	1

cn013re: Please indicate which two of the the three things you believe to be most closely related: Farmer, Corn, Bread.

Data source: Sibling Respondent Collected in: 2005 Mode: phone
Source variables: ncat11_ab

Value	Label	Frequencies		
		Male	Female	Total
.	System missing - NR	2407	2101	4508
-2	INAPPROPRIATE INAPPROPRIATE (CN001RE == 0)	1301	1422	2723
-1	DON'T KNOW	1	1	2
1	FARMER-CORN (HOLISTIC)	442	525	967
2	CORN-FARMER (HOLISTIC)	20	15	35
3	CORN-BREAD (ANALYTIC)	249	259	508
4	BREAD-CORN (ANALYTIC)	7	8	15
5	FARMER-BREAD (NEITHER HOLISTIC NOR ANALYTIC)	10	10	20

cn014re: Please indicate which two of the the three things you believe to be most closely related: Shampoo, Hair, Beard.

Data source: Sibling Respondent Collected in: 2005 Mode: phone
Source variables: ncat12_ab

Value	Label	Frequencies		
		Male	Female	Total
.	System missing - NR	2407	2101	4508
-2	INAPPROPRIATE INAPPROPRIATE (CN001RE == 0)	1302	1422	2724
-1	DON'T KNOW	1	0	1
1	SHAMPOO-HAIR (HOLISTIC)	466	555	1021
2	HAIR-SHAMPOO (HOLISTIC)	17	23	40
3	HAIR-BEARD (ANALYTIC)	224	228	452
4	BEARD-HAIR (ANALYTIC)	7	9	16
5	SHAMPOO-BEARD (NEITHER HOLISTIC NOR ANALYTIC)	13	3	16

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