

Phone: Nisbett Items

Phone: UNCAT - 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.

This set of questions were added after some of the sibling spouses were already in the field. bn001re indicates if the sib spouse was asked these questions.

BRIEF VARIABLE DESCRIPTIONS

bn001re Indicates if respondent is in the sample.
 bn002re Percentage of holistic replies to categorization items
 bn003re - bn014re Replies to Nisbett categorization items

bn001re: Sample selection.

Data source: Sibling Spouse Respondent Collected in: 2005 Mode: phone
 Source variables: ncat1_a

Frequencies

Value	Label	Male	Female	Total
0	R is not in sample	296	346	642
1	R is in sample	650	833	1483

bn002re: Percentage of holistic replies to categorization items.

Data source: Sibling Spouse Respondent Collected in: 2005 Mode: phone
 Source variables: bn003re, bn005re, bn007re, bn008re, bn009re, bn011re, bn013re, bn014re

Value	Label	Frequencies		
		Male	Female	Total
-2	Inappropriate INAPPROPRIATE (bn001re == 0)	308	354	662
0	NO HOLISTIC RESPONSE	23	28	51
8.33		31	39	70
9.09		0	1	1
16.67		56	43	99
20		0	1	1
25		69	73	142
33.33		93	96	189
36.36		0	1	1
41.67		115	125	240
45.45		0	1	1
50		113	140	253
54.55		3	1	4
58.33		99	165	264
66.67		35	110	145
72.73		1	1	2

bn003re: Please indicate which two of the the three things you believe to be most closely related: Seagull, Sky, Dog.

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

Value	Label	Frequencies		
		Male	Female	Total
-2	Inappropriate INAPPROPRIATE (bn001re == 0)	299	347	646
-1	DON'T KNOW	5	2	7
1	SKY-SEAGULL (HOLISTIC)	20	27	47
2	SEAGULL-SKY (HOLISTIC)	438	641	1079
3	SEAGULL-DOG (ANALYTIC)	35	24	59
4	DOG-SEAGULL (ANALYTIC)	3	1	4
5	SKY-DOG (NEITHER HOLISTIC NOR ANALYTIC)	137	129	266
6	DOG-SKY (NEITHER HOLISTIC NOR ANALYTIC)	9	8	17

bn004re: Filler item not used in summary variable.

Data source: Sibling Spouse Respondent Collected in: 2005 Mode: phone
Source variables: bn002re

Value	Label	Frequencies		
		Male	Female	Total
-2	Inappropriate INAPPROPRIATE (bn001re == 0)	298	349	647
-1	DON'T KNOW	2	1	3
1	BLACK-WHITE (NEITHER HOLISTIC NOR ANALYTIC)	363	549	912
2	WHITE-BLACK (NEITHER HOLISTIC NOR ANALYTIC)	4	5	9
3	WHITE-BLUE (NEITHER HOLISTIC NOR ANALYTIC)	71	39	110
4	BLUE-WHITE (NEITHER HOLISTIC NOR ANALYTIC)	11	6	17
5	BLACK-BLUE (NEITHER HOLISTIC NOR ANALYTIC)	185	215	400
6	BLUE-BLACK (NEITHER HOLISTIC NOR ANALYTIC)	12	15	27

bn005re: Please indicate which two of the the three things you believe to be most closely related: Doctor, Teacher, Homework.

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

Value	Label	Frequencies		
		Male	Female	Total
-2	Inappropriate INAPPROPRIATE (bn001re == 0)	298	347	645
-1	DON'T KNOW	2	1	3
1	DOCTOR-TEACHER (ANALYTIC)	295	275	570
2	TEACHER-DOCTOR (ANALYTIC)	2	3	5
3	TEACHER-HOMEWORK (HOLISTIC)	337	543	880
4	HOMEWORK-TEACHER (HOLISTIC)	5	9	14
5	DOCTOR-HOMEWORK (NEITHER HOLISTIC NOR ANALYTIC)	7	1	8

bn006re: Filler item not used in summary variable.

Data source: Sibling Spouse Respondent Collected in: 2005 Mode: phone
Source variables: bn002re

Value	Label	Frequencies		
		Male	Female	Total
-2	Inappropriate INAPPROPRIATE (bn001re == 0)	298	347	645
-1	DON'T KNOW	1	1	2
1	SHOES-BOOTS (NEITHER HOLISTIC NOR ANALYTIC)	460	552	1012
2	BOOTS-SHOES (NEITHER HOLISTIC NOR ANALYTIC)	12	7	19
3	BOOTS-SLIPPERS (NEITHER HOLISTIC NOR ANALYTIC)	15	17	32
4	SLIPPERS-BOOTS (NEITHER HOLISTIC NOR ANALYTIC)	1	1	2
5	SHOES-SLIPPERS (NEITHER HOLISTIC NOR ANALYTIC)	158	244	402
6	SLIPPERS-SHOES (NEITHER HOLISTIC NOR ANALYTIC)	1	10	11

bn007re: Please indicate which two of the the three things you believe to be most closely related: Train, Bus, and Tracks.

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

Value	Label	Frequencies		
		Male	Female	Total
-2	Inappropriate INAPPROPRIATE (bn001re == 0)	299	348	647
-1	DON'T KNOW	2	1	3
1	TRAIN-BUS (ANALYTIC)	220	248	468
2	BUS-TRAIN (ANALYTIC)	3	2	5
3	BUS-TRACKS (NEITHER HOLISTIC NOR ANALYTIC)	3	5	8
5	TRAIN-TRACKS (HOLISTIC)	412	568	980
6	TRACKS-TRAIN (HOLISTIC)	7	7	14

bn008re: Please indicate which two of the the three things you believe to be most closely related: Computer monitor, antena, television.

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

Value	Label	Frequencies		
		Male	Female	Total
-2	Inappropriate INAPPROPRIATE (bn001re == 0)	298	348	646
-1	DON'T KNOW	2	3	5
1	COMPUTER MONITOR-ANTENNA (NEITHER HOLISTIC NOR ANALYTIC)	10	12	22
3	ANTENNA-TELEVISION (HOLISTIC)	245	417	662
4	TELEVISION-ANTENNA (HOLISTIC)	43	68	111
5	COMPUTER MONITOR-TELEVISION (ANALYTIC)	317	309	626
6	TELEVISION-COMPUTER MONITOR (ANALYTIC)	31	22	53

bn009re: Please indicate which two of the the three things you believe to be most closely related: Carrot, Eggplant, Rabbit.

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

Value	Label	Frequencies		
		Male	Female	Total
-2	Inappropriate INAPPROPRIATE (bn001re == 0)	298	348	646
-1	DON'T KNOW	3	0	3
1	CARROT-EGGPLANT (ANALYTIC)	305	389	694
2	EGGPLANT-CARROT (ANALYTIC)	16	27	43
3	EGGPLANT-RABBIT (NEITHER HOLISTIC NOR ANALYTIC)	10	4	14
5	CARROT-RABBIT (HOLISTIC)	288	385	673
6	RABBIT-CARROT (HOLISTIC)	26	26	52

bn010re: Filler item not used in summary variable.

Data source: Sibling Spouse Respondent Collected in: 2005 Mode: phone
Source variables: bn002re

Value	Label	Frequencies		
		Male	Female	Total
-2	Inappropriate INAPPROPRIATE (bn001re == 0)	298	349	647
-1	DON'T KNOW	1	2	3
1	CLOUD-WIND (NEITHER HOLISTIC NOR ANALYTIC)	44	41	85
2	WIND-CLOUD (NEITHER HOLISTIC NOR ANALYTIC)	2	0	2
3	WIND-RAIN (NEITHER HOLISTIC NOR ANALYTIC)	134	229	363
4	RAIN-WIND (NEITHER HOLISTIC NOR ANALYTIC)	1	5	6
5	CLOUD-RAIN (NEITHER HOLISTIC NOR ANALYTIC)	454	546	1000
6	RAIN-CLOUD (NEITHER HOLISTIC NOR ANALYTIC)	12	7	19

bn011re: Please indicate which two of the the three things you believe to be most closely related: Panda, Banana, Monkey.

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

Value	Label	Frequencies		
		Male	Female	Total
-2	Inappropriate INAPPROPRIATE (bn001re == 0)	298	348	646
-1	DON'T KNOW	5	1	6
1	PANDA-BANANA (NEITHER HOLISTIC NOR ANALYTIC)	12	4	16
3	BANANA-MONKEY (HOLISTIC)	288	381	669
4	MONKEY-BANANA (HOLISTIC)	83	119	202
5	PANDA-MONKEY (ANALYTIC)	253	318	571
6	MONKEY-PANDA (ANALYTIC)	7	8	15

bn012re: Filler item not used in summary variable.

Data source: Sibling Spouse Respondent Collected in: 2005 Mode: phone
Source variables: bn002re

Value	Label	Frequencies		
		Male	Female	Total
-2	Inappropriate INAPPROPRIATE (bn001re == 0)	298	348	646
-1	DON'T KNOW	5	2	7
1	KITE-BASKETBALL (NEITHER HOLISTIC NOR ANALYTIC)	29	32	61
2	BASKETBALL-KITE (NEITHER HOLISTIC NOR ANALYTIC)	1	4	5
3	BASKETBALL-TENNIS (NEITHER HOLISTIC NOR ANALYTIC)	577	735	1312
4	TENNIS-BASKETBALL (NEITHER HOLISTIC NOR ANALYTIC)	30	47	77
5	KITE-TENNIS (NEITHER HOLISTIC NOR ANALYTIC)	3	9	12
6	TENNIS-KITE (NEITHER HOLISTIC NOR ANALYTIC)	3	2	5

bn013re: Please indicate which two of the the three things you believe to be most closely related: Farmer, Corn, Bread.

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

Value	Label	Frequencies		
		Male	Female	Total
-2	Inappropriate INAPPROPRIATE (bn001re == 0)	298	348	646
1	FARMER-CORN (HOLISTIC)	388	523	911
2	CORN-FARMER (HOLISTIC)	12	16	28
3	CORN-BREAD (ANALYTIC)	226	277	503
4	BREAD-CORN (ANALYTIC)	5	6	11
5	FARMER-BREAD (NEITHER HOLISTIC NOR ANALYTIC)	16	9	25
6	BREAD-FARMER (NEITHER HOLISTIC NOR ANALYTIC)	1	0	1

bn014re: Please indicate which two of the the three things you believe to be most closely related: Shampoo, Hair, Beard.

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

Value	Label	Frequencies		
		Male	Female	Total
-2	Inappropriate INAPPROPRIATE (bn001re == 0)	298	348	646
-1	DON'T KNOW	1	0	1
1	SHAMPOO-HAIR (HOLISTIC)	397	541	938
2	HAIR-SHAMPOO (HOLISTIC)	14	10	24
3	HAIR-BEARD (ANALYTIC)	221	263	484
4	BEARD-HAIR (ANALYTIC)	10	14	24
5	SHAMPOO-BEARD (NEITHER HOLISTIC NOR ANALYTIC)	5	3	8

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