

Homophily Scales

These are the original measures developed by McCroskey, Richmond, & Daly (1975). There are three dimensions of homophily-attitude, background, and demographic. Demographic homophily can best be measured by observation of the similarity between people's background. Perceptions of demographic similarity have not proven to be stable. In the example noted below, Tom Brokaw, has been used as the target person. In use, whatever person you wish to measure should be substituted. This can be done by name, as with Tom Brokaw, or by description, such as "my teacher," "my physician," or "my supervisor." The scales are presented as separate measures below. However, they can be randomly combined into an 8-item measure. However, the scores cannot be added together. Individual scores for attitude and background must be completed.

Directions: On the scales below, indicate your feelings about Tom Brokaw. Numbers 1 and 7 indicate a very strong feeling. Numbers 2 and 6 indicate a strong feeling. Numbers 3 and 5 indicate a fairly weak feeling. Number 4 indicates that you are unsure or undecided. There are no right or wrong answers.

Attitude Homophily Scale

(Name of person to whom participant is asked to respond)

- | | | | | | | | | | |
|----|------------------------|---|---|---|---|---|---|---|------------------------|
| 1. | Is like me | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Is unlike me |
| 2. | Is different from me | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Is similar to me |
| 3. | Thinks like me | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Does not think like me |
| 4. | Doesn't behave like me | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Behaves like me |

Background Homophily Scale

(Name of person to whom participant is asked to respond)

- | | | | | | | | | | |
|----|-------------------------------------|---|---|---|---|---|---|---|---|
| 1. | Has status like mine | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Has status different from mine |
| 2. | Is from a different social class | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Is from the same social class |
| 3. | Is culturally different | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Is culturally similar |
| 4. | Has an economic situation like mine | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Does not have an economic situation like mine |

Scoring:

Add the numbers you circled for each measure separately. Reverse code Attitude 1 & 3, and Background 1 & 4.

Scores for each concept must be between 4 and 28.

Source:

McCroskey, J. C., Richmond, V. P., & Daly, J. A. (1975). The development of a measure of perceived homophily in interpersonal communication. *Human Communication Research*, 1, 323-332.