

Department of sociology

M.A Semester-2

UNIT-4

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Bogardus social distance scale

A scale used in social studies to define social distance, also called the social distance scale. The name of the scale comes from the name of its founder, an American sociologist Emory Bogardus(1882-1973).

The Bogardus social distance scale is a psychological testing scale created by Emory S.Bogardus to empirically measure people's willingness to participate in social contacts of varying degrees of closeness with members of diverse social groups, such as racial and ethnic groups. The Bogardus social distance scale was created by Emory Bogardus as a technique for measuring the willingness of people to participate in social relations with other kinds of people.

Purposes

The main purposes of Bogardus social distance scale are below-

The scale is to measure the attitude towards a particular racial group. The scale is measured by the closeness of relationship that a respondent is willing to accept. Bogardus scale usually applied to the study of ethnic relations, social classes, and social values.

Advantages

- The method of constructing of Bogardus scale is less cumbersome and it is easily administered.
- The scale attempts to measure respondents degree of warmth, intimacy, indifference, or hostility to particular social relationships, by having them indicate agreement or disagreement with a series of statements about particular religious groups.
- The Bogardus social distance scale is considered more reliable as it respondents answer each statement included in the instrument.
- Lend themselves to ordinal levels of measurement

Disadvantages

There are several limitations of the Bogardus scale as well-

- Bogardus scale score doesn't indicate the degree of performance of a group over the other.
- Problem of uni-dimensionality
- Questionable linearity and unique intervals
- Impossible to measure the scale content validity

The procedure of the construction of the scale;

Emory bogardus, an eminent sociologist of the University of Southern California in 1942 developed a scale for measuring the social distances among various groups in the United States of It was further given prominence by Katz and ALLpot under the guidance of Gallet and Bogardus.

Bogardus was interested in measuring racial attitudes, attitudes of people towards different races, towards different nationalities and comparing them through his social distance scale.

The procedure of the construction of scale are as follows;

:The investigator first formulates various statements indicating different degrees of acceptance or rejection of the group. The subject has to indicate how close or how far away he is from the members of the group. A distance is measured by these statements which are basically psychological. A favourable attitude is indicated by the closeness and an unfavourable attitude is indicated by distance. The greater the distance the greater is the unfavourable attitude and less the distance the greater is the favourable attitude.

The psychological distance is progressively increased in the scale as one proceeds from the first to the last statement starting from close kinship by marriage to exclusion from the country. Bogardus thus asked the respondents to indicate to which of the following steps they would admit members of the various groups in the United States of America.

1. To close kinship by marriage.
2. To my club as personal chums.
3. To my street as neighbour.
4. To employment in my occupation.

6.As visitors only to my country.

7.To exclude from my country.

The Bogardus scale in brief, aims of the construction of a scale of social distance at which any group desires to keep others with whom it has functional relations. Bogardus devised a list of statements which represented varying degrees of social distance or social intimacy and the job of the subjects is to agree to a statement of the list.

On the basis of these responses of a dominant group, other groups can be ranked from those who are completely acceptable to have marriage and close personal relations to those who are totally unacceptable for contacts except those in which the dominant group is in superior position or to those who are entirely unacceptable for any type of contact.

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