Demographics of Respondents

**Class Level**

- Freshman: 5
- Sophomore: 14
- Junior: 22
- Senior: 23
- Graduate: 1

**Enrollment Status**

- Full Time: 62
- Part Time: 3

**Semester Hours Completed**

- Less than 30: 5
- 30 to 59: 15
- 60 to 89: 21
- 90 to 120: 20
- 121 plus: 4
### Race

- **Caucasian**: 54
- **African American**: 11

### Major or Minor

- **Major**: 60
- **Not Major**: 5
- **Minor**: 10
- **Not minor**: 55

### Program of Study

- **Theory and Practice**: 7
- **Broadcast Media Studies**: 5
- **EMP**: 4
- **Corporate**: 18
- **PR**: 23
- **RPA**: 2
- **None of the above**: 2
Scale Correlations

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** Correlation is significant at the 0.01 level (2-tailed).

**Scale reliability**

Social responsibility = Cronbach’s Alpha = .771

Ethics = Cronbach’s Alpha = .790

Multicultural sensitivity = Cronbach’s Alpha = .889

Communication Flexibility = Cronbach’s Alpha = .770
Scales by class level

**Social Responsibility**

- Overall: 2.21
- Freshman: 2.22
- Sophomore: 2.14
- Junior: 2.12
- Senior: 2.32
- Graduate: 2.8

**Ethics**

- Overall: 2.72
- Freshman: 2.66
- Sophomore: 2.74
- Junior: 2.65
- Senior: 2.75
- Graduate: 3.2

**Multicultural Sensitivity**

- Overall: 2.17
- Freshman: 2.41
- Sophomore: 2.21
- Junior: 2.08
- Senior: 2.13
- Graduate: 2.93
Scales by Program of Study
Difference

No differences according to race, enrollment status, or major

Only gender difference was on the ethical scale
\[ t = -2.068 \quad df = 63 \quad sig = .043 \]

Two significant differences for respondents identifying themselves as minors.

1. Multicultural scale
\[ t = -2.466 \quad df = 63 \quad sig = .016 \]
2. Social responsibility scale

$t = -2.396 \quad df = 63 \quad sig = .020$

![Social Responsibility by Minor](image)