Assessment of Perceived Homophily

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**

_Tom Brokaw ..._

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

**Background Homophily**

_Tom Brokaw ..._

1. Has status like mine 7 6 5 4 3 2 1 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 7 6 5 4 3 2 1 Does not have an economic situation like mine

Scoring:

Add the numbers you circled for each measure separately.

Scores for each concept must be between 4 and 28.

Scores > 22 = higher attitudinal and background homophily/similarity.