

Reader Response to Newspaper Front-page Format

J. W. Click and Guido H. Stempel III

A study of responses to newspaper pages indicates that persons may make judgments about the entire newspaper on the basis of typography. Respondents were shown front pages from six newspapers they had not seen before and were asked to rate the newspapers on 20 semantic differential scales. There were significant differences between ratings of newspapers on 12 of the 20 scales. Respondents seemed to prefer horizontal pages and disliked symmetry.

A newspaper's make-up, we frequently hear, reflects its personality. Textbook discussions of make-up make the same point. As Turnbull and Baird (1964) put it: "Newspapers are like people in that each has its own personality expressed by its physical appearance. Like people whose habits of dress reveal age, background, and associates, the make-up of a newspaper also reveals these very same factors."

Westley (1953) says that a newspaper's make-up "is in large measure responsible for the 'personality' of the paper." Brown (1952) in suggesting that make-up reflects character and personality, puts it this way: "Just as clothes do not always make the man, type and make-up do not always make the newspaper; but a great deal can be gathered from a paper's appearance."

Tannenbaum, Jacobson, and Norris (1964) found experimental evidence that different kinds of type carry different connotations and inferred from this that the format of a message as well as its content communicates something to the reader.

Granting then, that a newspaper's appearance does matter, the question is, what precisely does the make-up of a newspaper tell the reader. What does the reader like and what does he dislike in newspaper format?

faces. We deliberately included both in the pretest to see if type-face would affect results more than format.

Because we wanted to know to what extent a person would judge a newspaper on the basis of its appearance, we needed to allow our respondents to make the same kinds of judgments they would make about an entire newspaper. We therefore used as the rating instrument a series of 20 semantic differential scales validated for use in rating newspapers. Studies by Tannenbaum and McLeod (1963) and the Inland studies by the late Paul Deutschmann (1960) had demonstrated that respondents could use these scales to evaluate newspapers they were familiar with. One of our concerns in the pretests was whether or not respondents could use them to rate newspapers they had never seen before. A discussion of the use of semantic differential scales in typographic research is given by Dirk Wendt (1968) in the previous number of this journal.

To limit response to typographical appearance, we decided to let respondents see each paper for only 15 seconds before rating it on the semantic differential scales. We felt that in this time period respondents would not become familiar enough with the content of the page for that to affect their ratings.

Another concern on the pretest was the extent to which respondents might rate a paper either on its reputation or on an impression about the city of its publication. To check on this, we varied nameplates with our two pretest groups. One group saw the pages with the correct nameplates. The other group saw the pages with the nameplates scrambled—for instance the *Louisville Courier-Journal* was shown with the nameplate of the Sandusky (Ohio) *Register*.

One pretest group was an editing class and the other a business magazine class at Ohio University.

The pretest indicated that respondents were able to evaluate the papers after a 15-second look and were able to use the semantic differential scales meaningfully. We also found that the name did influence results substantially. A prime example was the *Louisville Courier-Journal*. It was rated substantially higher when shown with its own nameplate than when shown with the

Existing research provides little in the way of an answer to this question. Researchers have been concerned with legibility more than appearance, and legibility is only one format variable. And legibility studies do not really provide an answer as to how to get maximum legibility in a newspaper page, other than suggesting that certain typefaces would produce greater legibility than others (Tinker, 1963).

Haskins (1958) found that *Saturday Evening Post* readers had distinct preferences among headline typefaces. He asked respondents to rate the appropriateness of various headline typefaces for various articles and found that preferences varied with the subject matter of the article. He also found that Bodoni had the best overall rating of 10 typefaces tested. Like the Tannenbaum, Jacobson, and Norris study, this study provides evidence that typography conveys meaning to the reader.

Method

When we discuss newspaper page make-up, we usually refer to two characteristics of a given page. One is the basic headline typeface used on that page. The other is the make-up pattern—whether it is balance, informal balance, brace, contrast and balance, horizontal, or circus. This study deals with the impact of make-up patterns. We were interested in seeing whether or not reader response to different patterns varied significantly.

As our discussion up to this point suggests, we were interested in the response to typography alone. This had two implications for our procedure. One was that we had to get pages that our respondents were not familiar with. The other was that we had to control exposure so that the respondent judged the typography and not the content of the paper. We kept these points in mind as we planned and carried out our pretest.

We began by selecting front pages from 10 newspapers. We tried to find pages that were reasonable representations of the various make-up patterns. It should be recognized that many pages are mixtures. For this reason, we had to go through more than 500 front pages to select the 10 that we used. Of the 10 selected, six used sans-serif typefaces and four used roman type-

nameplate of the Sandusky paper. This indicates that some respondents were probably influenced by the *Courier-Journal's* reputation.

The pretest also indicated rather clearly that the main source of variation in response was the format and not the typeface. Sans-serif and roman pages in similar formats had similar scores, but scores for various formats differed considerably. On the basis of this pretest, finding, we decided to use the six pages which used sans-serif typefaces, thus eliminating variation in typeface as a variable in this study. There were, of course, still some differences in size and style of type, but they were minor.

For the experiment we used these six newspapers (Fig. 1):

The Buffalo *Evening News*, which has a balanced front page.

The Charleston *Daily Mail*, which has a horizontal front page.

The Los Angeles *Times*, which has a six-column front page with a brace approach.

The Pittsburgh *Press*, which has a contrast and balance front page.

The Sandusky *Register*, which has a horizontal front page, with a somewhat freer use of pictures than the *Daily Mail*.

The Washington *Star*, which has a brace or focus front page. The page we used was more typical of brace make-up than most *Star* front pages.

To eliminate judgments about the paper or its community, we prepared six fictitious nameplates—the Bancroft *Star*, the Bancroft *Times*, the Cordova *Globe*, the Cordova *News*, the Denton *Eagle*, and the Denton *Record*. These were set in 72-point Bodoni Bold capitals. These nameplates were pasted over the real nameplates. Each paper was shown under three nameplates. The order of presentation was varied so that each paper appeared in three different positions among the six. For instance, one third of our respondents saw the Sandusky *Register* first, another third saw it

Figure 1. On the following pages are shown the six newspaper front pages used in the study.

Red China's Army Put On Alert Along Soviet Frontier

THE WEATHER
DFT—likely cloudy and cold today/ still blustering, with chance of snow tonight. Low in 30s in
WV—blue, some blustering tonight and tomorrow; high in 30s, low in 20s.
SATURDAY, FEBRUARY 11, 1967

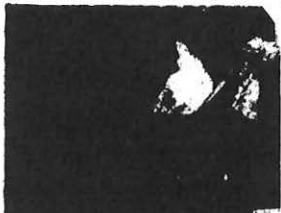
BANCROFT TIMES

FINAL EDITION

SATURDAY EVENING, FEBRUARY 11, 1967

7th CENT

Why China Is Raving Soviet Attacks Used To Cover Up Moo's Mess



By ROBERT A. BEYD
Chicago Daily News Service
WASHINGTON—Chinese officials say that Communist China's current and future foreign policy is to make the Chinese people forget the damage caused by Mao Zedong's policies at home.
An official Russian analysis of the Chinese press campaign is quoted as saying that the report is a "fresh outbreak" of the Chinese at this point in history, but there is apparently with the Soviet Union that with their military Command in Peking.
Editorial: Why Peking is Raving, the report asserts that the aim of the Peking leaders is

to divert the attention of the Chinese people from failures in domestic and foreign policy and from the chaos in which the country was plunged by Mao's policies. The report says that the Russian analysis indicates that China was still trying to recover from "the damage" inflicted by Mao's great leap forward which began in 1958, when it forced food shortages on the thousands of starved Chinese.
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Reds Kill 17, Wound 126 GIs During Lull

SASOON, South Vietnam—AP Chinese and New York Times have reported that 17 American soldiers were killed and 126 wounded in the battle between the Chinese and the United States in the mountainous region of the Viet Nam.
The Chinese reported that they had killed 17 American soldiers and wounded 126. The United States reported that it had killed 17 Chinese soldiers and wounded 126.
The battle was reported to have taken place in the mountainous region of the Viet Nam, where the Chinese and the United States have been fighting since the beginning of the war.

100,000 STAGE PROTEST

Mao Alerts Army Against Russians

TOKYO—The Chinese news agency said that Mao Zedong has ordered the Chinese army to be alert for possible Soviet invasion. Mao is quoted as saying that the Chinese army should be prepared to fight against the Russians.
The Japanese news agency said that Mao Zedong has ordered the Chinese army to be alert for possible Soviet invasion. Mao is quoted as saying that the Chinese army should be prepared to fight against the Russians.

State Finance Chief's Son, 19 Killed On Road

BEIJING—The son of the Chinese state finance chief was killed in a traffic accident on a road in the capital city of Beijing.
The accident occurred on a road in the capital city of Beijing, where the Chinese state finance chief's son was driving.

U.S. Moving, Too, During Cease-Fire

BEIJING—The Chinese news agency said that the United States is moving its troops during the cease-fire in Vietnam.
The Chinese news agency said that the United States is moving its troops during the cease-fire in Vietnam, which is a violation of the agreement.



FIDO'S HEROINE

WASHINGTON—A heroine of the FIDO program, a woman who has helped many people with their drug addiction, is being honored for her work.
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CHARLESTON WEST SAYS:

The lightning would not be in my hands if I were not a Christian.
The lightning would not be in my hands if I were not a Christian, says Charleston West, a prominent figure in the community.

EX-TREASURY SECRETARY'S DAUGHTER

Joan Dillon To Marry Prince Of Luxembourg

WASHINGTON—The daughter of the former U.S. Treasury Secretary, Joan Dillon, is to marry the Prince of Luxembourg.
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Elkview Youth Dies In Wreck

ELKVIEW, W. Va.—A 16-year-old boy died in a car accident on a road in the town of Elkview, West Virginia.
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ON INSIDE PAGES

IN PERSIA SECTION
The article on the inside pages discusses the political situation in Persia and the role of the United States.
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RAINMAKER SAYS HIS PROCESS STOPS SNOWMAKING

Chicago 'Could Have Prevented' Snow

CHICAGO—A rainmaker says that his process could have prevented the heavy snowfall in Chicago.
A rainmaker says that his process could have prevented the heavy snowfall in Chicago, which caused significant damage and disruption.

REACTION TO APPEAL

Gasoline Price Outback Spurred

WASHINGTON—The reaction to the appeal for a gasoline price increase in the outback region has been mixed.
The reaction to the appeal for a gasoline price increase in the outback region has been mixed, with some support and some opposition.

JOAN DILLON
Daughter of former Treasury Secretary

Charleston Daily Mail: horizontal format

Help Rushed To Battered Yanks

SANIGON (UPI)—U.S. Marines rushed reinforcements to the North-South Vietnam border today after Leatherstock units underwent one of the war's heaviest bombardments that may signal a major Communist offensive.

MILITARY SPOKESMEN said three key Marine battalions just below the Demilitarized Zone (DMZ) driving the Communists back 1,600 more yards in almost unprecedented North Vietnamese shelling that began Feb. 12.

The outnumbered Marine units, who have killed hundreds of elite troops of three North Vietnamese divisions posted on the DMZ the past few days, were getting fresh arm supplies as well as more weapons.

U.S. Navy warships and American warplanes also came to help. American spokesmen said the cruiser Callaghan with the destroyers Keyhole and Ingersoll swept down the North Vietnamese coast along the DMZ starting 17 targets and silencing Communist shore batteries that tried to halt their ravaging of North Vietnamese supply lines.

WHILE THE WARSHIP'S blasted ports, supply dumps, oil depots and shipping points, Air Force F-4C Phantom jets and Navy planes from 7th Fleet carriers aimed to hit more Communist supply lines and border positions above the border zone.

U.S. Air Force B-57 Stratojets, the biggest warplane in America's Vietnam arsenal, roared on Tuesday night and plastered Viet Cong guerrilla hideouts and storage areas in the jungles below the Leatherstock position.

Marines opened the jungles in heavy rain for signs of the expected Communist reaction. News was reported especially tense near the key base of the 1st Marine Division.

tion of Gio Linh, which has taken 20 Communist mortar rounds since Feb. 12. Camp Carroll which was hit by 405 rounds, and Khe Sanh, struck by 7 mortar shells.

U.S. COMMANDERS long have predicted the Communists would make a major attempt to grab control of the northernmost sector of South Vietnam, striking at Quang Tri City. Repeated Marine spoiling operations have been credited with breaking up North Vietnamese invasion attempts. But the threat remained and apparently grew as the Marines brought in 120-millimeter "long guns" guns to blast over the six-mile-wide DMZ at the North Vietnamese invasion route.

BY THOMAS SAIZEN
Register Photo-Tom Saizen

HURON—The Huron school system's board approved a 2-to-1 levy on Feb. 27. The board's decision was a 10-5 vote. The levy will be in effect for the next five years. The tax will be 1.5 percent on the assessed value of the school's net worth.

YERGENIA's special meeting resulted in a 10-5 vote to raise the levy to 1.5 percent. The board also approved a 10-5 vote to raise the levy to 1.5 percent.

With the levy passed the Huron Board of Education can now borrow with anticipated revenue from the levy to fund lateral. The additional funds furnished should enable the school system to avoid the kind of deficit spending which plagued the schools \$853 in deficit, as announced by Meade last December.

Meade's a written statement prepared in the aftermath of an open session last year. This is the largest day of open sessions since then. The people of Huron have now more participation than they had in good education for the boys and girls of the district.



MEADE GETS ONE OF MANY HANDSHAKES, SMILES AND CHEERS ... After the long battle for the school levy. (Register Photo-Tom Saizen)

2-To-1 Levy Victory For Huron

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STARS PINPOINT FIGHTING ... another mass offensive?

He's Innocent Despite Loot

PREMIER — The kidnap bid was in the car but the driver heard the boy find his "no policy".

WATMAN PATTERSON, 28, Detroit, was arrested by a Sandusky County jury yesterday in a charge of armed robbery, but he still had today awaiting authorities from Indiana and other Ohio cities who have similar charges pending against him.

Patterson was arrested on the Ohio Turnpike while on board of the Blue A train but had the Truck A head near

Here's What They Said

HURON — "I'm having such a good dream I don't want to wake up," said three School Superintendent Jack Meade as he related the new levy he worked for last night.

DR. CARL SWANBICK, head of education president: "I think it's a real failure to Jack Meade. I think it shows that the intervention on a deficit was not a success."

LEE SCHWAB, school board member: "I think it's a wonderful vote of confidence in our superintendant and his own message (Super Swab). It demonstrates that our parents want to keep up the quality educational program we have."

MRS. WILLIAM MACKENZIE, school board member: "I don't know if it's a great idea or not, but I think it's a good idea. The people of Huron should be glad they could have their say."

DANIEL BARNES, school board member: "I can take a long breath now. I'm really happy our citizens did for their children."

EDWARD ROMAY, school board member: "I'm pleased the outcome was as great as it was. It shows the school board is doing a good job."



LOOKING PICTURE PRETTY in her new spring bonnet is Sylvia Bowman, one of eight local beauties modeling Spring '67's newest fashions in the Register's annual fashion design show. Watch for it. (Register Photo-Dick McCallough)

Coalition Endangers DeGaulle?

PARIS (UPI)—President Charles de Gaulle said today France's republican regime and its liberty are at stake in Sunday's parliamentary election could because the Communists have emerged as the dominant opposition group.

THE COMMUNISTS and the non-Communist Federation of the Left led forces Thursday in a rare display of unity in a bid to topple de Gaulle's regime or at least weaken his parliamentary majority. The partnership was dominated by the Communists who were running 29 candidates.

But observers said the mere opening of Communist may be sufficient to drive many far-left voters either into abstaining or into the Gaullist camp and predicted the president would have an enlarged majority in the next national assembly.

SECRETARY OF STATE for Information Yvon Bourges quoted de Gaulle as saying: "What was at stake was the first round of voting last February and will be done so in the runoff, comes chiefly in the hope of a coalition with the republic and the institutions."

"This will be considered the occasion of the second chief negotiation and its developments will be watched with light. The fact that the republic is in the hands of the left," Bourges wrote at Paris.

Under a new agreement the Communist and the non-Communist Federation of the Left joined forces Thursday in the 29th legislative session in Paris in which no candidates for the first round of voting were announced.

FRENCH ELECTION procedure demands a candidate must receive more than 50 percent of the vote in the first round or a runoff election must be held.

House Reform In Sight

WASHINGTON (UPI)—House Education Committee members have a good feeling about the bill they have passed in a 10-5 vote to amend the bill to require Congress and create a

WASHER — The bill would require the state to provide a minimum of 100 days of school for each child in the state.

MARIANA LICENSURE — The bill would require the state to provide a minimum of 100 days of school for each child in the state.

GOOD WEDNESDAY — The bill would require the state to provide a minimum of 100 days of school for each child in the state.

DEATHS — The bill would require the state to provide a minimum of 100 days of school for each child in the state.

advice to an existing local board of education. The bill would require the state to provide a minimum of 100 days of school for each child in the state.

STATISTICS — The bill would require the state to provide a minimum of 100 days of school for each child in the state.

DEATHS — The bill would require the state to provide a minimum of 100 days of school for each child in the state.

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NAACP Intends To Air School Issue Thursday — Robinson

A formal complaint against the Sandusky School Board will be presented to the Ohio Regional Office of the U.S. Civil Rights Commission Thursday by NAACP President Dr. Martin Luther King Jr.

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Sandusky Register: horizontal format

fourth and another third saw it fifth among the six papers. Likewise, one third of our respondents saw it as the *Bancroft Times*, one third saw it as the *Cordova Globe* and one third saw it as the *Denton Record*.

Subjects for the experiment were students in 14 sections of the required freshman speech course at Ohio University. With computer scheduling, assignment to sections is essentially random, so our subjects represented a cross section of freshman students. We went to discussion sections of the course. These sections ranged from 11 to 22 students; with groups this size there would be no problem in respondents being able to see the pages.

Our procedure was to explain briefly to the students that we wanted them to rate some newspapers, give them time to read the directions on the use of the semantic differential scales, and then show them each of the six pages for 15 seconds.

We had 236 subjects, two of whom did not complete the forms correctly, leaving 234 useable sets of rating forms.

Results

Average responses to the pages on the semantic differential scales are shown in Table I. Responses could range from 1 (low) to 7 (high). Analysis of variance was used to test whether or not differences between these averages were significant, and the *F* scores and significance levels are also reported in Table I. The averages for the six papers were significantly different for 12 of the 20 scales, and for eight the significance level was .01 or beyond.

We have arranged the scales in both tables according to groupings of scales or factors that McLeod and Tannenbaum (1963) developed empirically through correlational and factor analysis. The evaluative factor contains scales which reflect the general worth of a newspaper. The scales in the ethical factor reflect typical ethical norms. The stylistic factor includes scales which seem particularly applicable to typography and reflect artistic style in a broad sense. The potency factor includes scales covering power and strength. The activity factor includes scales which reflect activity and change.

Looking first at those eight scales for which differences were

TABLE I: Mean Ratings of Six Newspapers on Semantic Differential Scales

EVALUATIVE FACTOR	Charles- ton	Wash- ington	San- dusky	Los Angeles	Pitts- burgh	Buffalo	F Value
Pleasant—unpleasant	4.20	4.58	4.88	4.25	3.69	3.92	3.70**
Valuable—worthless	5.01	5.06	4.80	5.11	4.94	4.20	3.07**
Important—unimportant	5.20	5.20	4.75	5.38	5.12	4.20	4.71**
Interesting—boring	5.26	5.20	5.12	4.93	4.77	4.05	3.50**
ETHICAL FACTOR							
Fair—unfair	4.39	4.57	4.60	4.61	4.67	4.33	0.57
Truthful—untruthful	4.55	4.83	4.77	4.83	4.86	4.63	0.53
Accurate—inaccurate	4.58	4.80	4.74	4.87	4.88	4.64	0.48
Unbiased—biased	3.99	4.19	4.03	4.27	4.24	4.09	0.42
Responsible—irresponsible	4.60	4.69	4.69	4.76	4.80	4.44	0.53
STYLISTIC FACTOR							
Exciting—dull	4.95	4.61	4.53	4.44	4.35	3.67	2.78*
Fresh—stale	4.71	4.69	4.72	4.52	4.35	3.78	2.40*
Easy—difficult	4.92	4.78	5.14	4.38	4.46	4.31	2.11
Neat—messy	4.81	5.00	4.99	5.16	4.50	4.32	1.65
Colorful—colorless	4.31	4.16	4.26	3.71	3.64	3.02	3.10*
POTENCY FACTOR							
Bold—timid	5.21	4.75	4.63	4.38	4.22	3.60	5.57**
Powerful—weak	4.86	4.52	4.36	4.48	4.27	3.41	4.47**
Loud—soft	4.81	4.46	4.44	4.33	4.19	3.59	3.83**
ACTIVITY FACTOR							
Tense—relaxed	4.68	4.32	4.00	4.50	4.44	3.98	1.82
Active—passive	5.09	4.78	4.68	4.63	4.49	3.79	4.12**
Modern—old fashioned	4.92	4.92	4.88	4.87	4.37	3.72	3.65**
Average	4.71	4.71	4.65	4.62	4.46	3.99	

* $p < .05$

** $p < .01$

not significant, we find that five were from what Tannenbaum and McLeod labeled the ethical factor. Differences between averages of the newspapers on these scales were approximately one fourth as great as they were on the other scales.

This probably is an encouraging sign, for it would seem that readers ought not to judge the fairness, truthfulness, accuracy, bias, or degree of responsibility of a newspaper solely on the basis of its typography.

The other three scales for which differences were not significant did nonetheless have fairly substantial differences, and the *F* values were not far below the level required for significance.

In general, responses were fairly consistent within factors, but varied considerably over-all. The stylistic factor is probably the one most closely related to typography, and two things stand out here. One is that the two horizontal pages were preferred, while the balanced page and the contrast and balance page scored poorly. The other is that none of these pages greatly excited our respondents. Considering the judgments of all six pages at once, we see that they were about midway between colorful and colorless and only slightly exciting and fresh. We ought to hope that we could create more favorable reader response than this.

The most favorable responses were on the evaluative scales, indicating that these newspapers in their typography did a better job of creating an impression of over-all worth than they did of creating an impression of artistic value. The responses on the potency and activity scales were somewhat comparable to those on the stylistic scales.

When we consider the responses for each paper individually, the first obvious point is that the response to the Buffalo page was substantially less favorable than that to any of the other five pages. The Buffalo paper had the lowest over-all average, as Table I indicates, and it was the only paper not to have a rating of 5 or more on any scale. Table II shows that the Buffalo paper had the lowest rating of any of the six papers on 16 of the 20 scales.

The Charleston paper, which along with the Sandusky paper had the best responses on the stylistic scales, also had the most favorable responses on the potency and activity scales. The

TABLE II: Rank of Mean Response for Each Newspaper on Semantic Differential Scales

	<i>Charles- ton</i>	<i>Wash- ington</i>	<i>San- dusky</i>	<i>Los Angeles</i>	<i>Pitts- burgh</i>	<i>Buffalo</i>
EVALUATIVE FACTOR						
Pleasant—unpleasant	4	2	1	3	6	5
Valuable—worthless	3	2	5	1	4	6
Important—unimportant	2*	2*	5	1	4	6
Interesting—boring	1	2	3	4	5	6
ETHICAL FACTOR						
Fair—unfair	5	4	3	2	1	6
Truthful—untruthful	6	2*	4	2*	1	5
Accurate—inaccurate	6	3	4	2	1	5
Unbiased—biased	6	3	5	1	2	4
Responsible—irresponsible	5	3*	3*	2	1	6
STYLISTIC FACTOR						
Exciting—dull	2	1	3	4	5	6
Fresh—stale	2	3	1	4	5	6
Easy—difficult	2	3	1	4	5	6
Neat—messy	4	2	3	1	5	6
Colorful—colorless	1	3	2	4	5	6
POTENCY FACTOR						
Bold—timid	1	2	3	4	5	6
Powerful—weak	1	2	4	3	5	6
Loud—soft	1	2	3	4	5	6
ACTIVITY FACTOR						
Tense—relaxed	1	4	5	2	3	6
Active—passive	1	2	3	4	5	6
Modern—old fashioned	1*	1*	3	4	5	6

*Tie

Charleston paper had approximately the same rating on the evaluative scales as the *Washington Star* and *Los Angeles Times*. Oddly enough, although the Charleston paper was rated most colorful and most modern, it was fourth on the pleasant-unpleasant scale.

The *Washington Star* had nearly as favorable an over-all profile as the *Charleston Daily Mail* and was slightly higher on the evaluative scales.

The *Los Angeles Times*, with the six-column format that is the most recent typographical innovation for newspaper pages, rated low on the stylistic scales and about average on the others. It was considered less modern and less colorful than average.

The *Pittsburgh Press* rated relatively low on everything except the ethical scales. The *Press* had the highest ratings on the ethical scales, but the relatively small and insignificant differences between papers on those scales diminish the importance of the *Press'* high ratings there.

The *Sandusky Register* had the most varied response. It had high ratings on the stylistic scales and was rated most pleasant of the six papers. Yet it was only average on most of the other scales.

Summary

In summary, then, this study indicates these things:

1. People can evaluate newspapers on the basis of typography alone, although they do not readily make ethical judgments on this basis.
2. The two horizontal pages rated highest on stylistic scales, and one of the horizontal papers, the *Charleston Daily Mail*, was one of the two most highly rated papers.
3. The other paper preferred by respondents was the *Washington Star*, which had a brace page.
4. Respondents rated the *Buffalo Evening News*, with a balance format, lowest of the six papers by a substantial margin.
5. The six-column format of the *Los Angeles Times* had only average appeal and was not considered particularly modern. It also had only average ratings on stylistic variables.

It must be remembered that these are findings from a study of

college students. Whether or not these preferences about typography hold for persons over 25 is a subject for future research.

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EDITORIAL NOTE

A color illustration (3x4 inches) of the Words in Color phonic code was prepared for insertion loose in the January 1968 number of this Journal—to accompany the article "Words in Color: Two Experimental Studies" by Drs. Lillian Hinds and William Dodds. Unfortunately U.S. Post Office regulations forbid loose insertions in second-class mail (except subscription forms), and the slip was not sent to Journal subscribers. If you would like a copy of the phonic code in color, ask for one on a card (with your name and address) sent to: The Journal of Typographic Research, c/o The Cleveland Museum of Art, Cleveland, Ohio USA 44106.