ABSTRACT
        For at least 90 years there have been contributions
to onomastics from the fields of social psychology and personality.
These contributions have included work on various types of names,
such as ambiguous, alias, hypocoristic, junior, nickname, surname,
and unique name. Other research has focused on the structure of
names, style of usage, and style of address. Recent applied research
has been directed to stereotypes of specific names, popularity,
school achievement, ethnic stereotypes, attribution theory,
personality aspects, and signature size. (One-hundred and fifty-six
references are attached.) (Author/RAE)

Social Psychological Aspects of Personal-Naming

Edwin D. Lawson

Department of Psychology

State University of New York, College at Fredonia

Fredonia, NY 14063

Abstract

For at-least 90 years there have been contributions to onomastics from the fields of social psychology and personality. These contributions have included work on various types of name, such as ambiguous, alias, hypocoristic, junior, nickname, surname, and unique name. Other research has focused on the structure of names, style of usage, and style of address. Recent applied research has been directed to stereotypes of specific names, popularity, school achievement, ethnic stereotypes, attribution theory, personality aspects, and signature size. There are 141 references cited.

Social Psychological Aspects of Personal-Naming

Edwin D. Lawson

The purpose of this review is to show some of the
contributions of social psychology to onomastics. There are
several sections: Introduction and Basic Name Terms; Background
History; Further Types of Name; Structure, Style, Address, and
Usage; Change of Name; Recent Theoretical Views; Recent Applied
Research; Newer Research Approaches, and Conclusions.

The rationale for inclusion of material was that: (1) it was
available through a library or through inter-library loan, (2)
met the criterion of being a contribution or psychology in a
broad sense, and (3) would be of potential interest to the
scholar.

One needs to work on names for only a short time before
realizing how many disciplines are involved in studying various
aspects of onomastics. The range is from art to zoology with
everything in between. Scholars in most disciplines are mainly
aware of what their own discipline is doing without much thought
of other fields. I myself was quite unaware that there even was
an American Name Society until some of my research caught Kelsie
Harder's eye. I joined the Society and have been an enthusiastic
member ever since. One main reason is that I can see how much
work from other disciplines contributes to the understanding of
the psychological aspects of names. I can only hope that this
feeling is reciprocated by those in other disciplines about
psychological contributions to their understanding.

In thinking about work on names, most people probably think

primarily of the fields of literature, language, or linguistics.
This is justified, but it is also true that other disciplines
have made significant contributions as well, disciplines such as
anthropology, history, law, psychology, and public health.

Before going further, it might be wise to define some of the
terms used in this review and in the items cited. In this review
the term name will be taken to refer to first name unless
otherwise specified.

Personal name. Some scholars use this as a general term to
include first name and surname and, probably, middle name as
well. Others reserve the term only for the first name.

First Name. The example would be John as in John Q. Public.
First names are also referred to, depending on the writer, as
forenames, given names, christian names, and baptismal names.

Middle Name. As John Quincy Public. Sometimes called second
name.

Surname. As John Q. Public. The surname is also referred to as
last name, patronym, and family name.

Nickname. As calling John Q. Public Red or Torchy because of his
red hair. Also referred to as an eke-name or sobriquet.
Unfortunately, the term nickname is not standardized and some
writers use the term to other forms such as Bobby, which is
really an affectionate form, or Bob, which is a hypocoristic
form.

Affectionate, Familiar Names. Johnny Q. Public would be the
relevant example. Some writers call this the affectionate form,
others familiar or adolescent. The affectionate form tends to be

used more in the family; more for girls than for boys; and, of course, for politicians and entertainers.

Hypocoristic Name. Also referred to as a short name or an abbreviated name. Examples are Bill, Jim, Ed, Dot, Meg, Marge.

Unique Name. A name that is different from others. Also called unusual, peculiar, singular, low frequency or uncommon. A rule of thumb might be a name that occurs less than once out of 500 times in a random population sample. Current examples are Kermit, Millard, and Uriel for males; Aqua, Aspen, and Darla for females.

For this review, social psychology has been taken to include some aspects of educational psychology, clinical psychology, and psychoanalysis. Contributions on names from areas such as experimental psychology, and learning, memory, and cognition, though fascinating, have not. For a good introduction to the psychological aspects of names, the reader should consult Holt (1939) for excellent coverage to that date. Other background information from the social sciences as whole can be found in Lawson (1984; 1986). For an annotated bibliography, Lawson (1987) may be consulted.

BACKGROUND HISTORY

In presenting the background of research on names in psychology, one should recognize the tremendous influence that psychoanalysis and anthropology have also had on the development of names research especially in the period before World War II.

The first mention of names by a psychologist seems to that of the famous educator G. Stanley Hall (1898). In a discussion

of the sense of self, he listed and commented on a number of nicknames, baby names, and hypocoristic names, but no systematic research was done. After a gap of about fifteen years, three studies appeared out of the Wundt/Titchener structuralist tradition (this was the approach which emphasized the individual's conscious subjective reactions to stimuli). Kollarits (1914), English (1916), and Alspach (1917) were all concerned with the images aroused by various stimuli. Alspach's work was quite imaginative and probably ahead of its day. Meaningless names such as Gronch, Spren, and Drup were created. Respondents then described associated personality characteristics. The conclusion was that sound is an important determinant of the social perception of names. DeLaski (1918) continued this line of research with a psychological analysis of Dickens' characters.

Representing the traditional American interest in learning and memory, Mulhall (1915) worked on recall of names associated with photographs. The Chinese scholar, Lo (1925), used the correlational approach to conclude that the more meaningful the name, the more famous the person tended to be. A few years later, Clarke (1934) demonstrated that names were easier to recall than faces. A somewhat different approach is represented by Longstaff (1936) who investigated possible names for a new tooth powder, showing an industrial application of psychological techniques.

In addition to the interest in first names, some interest in nicknames developed. Orgel and Tuckman (1935), working with

institutionalized children, concluded that nicknames are a source
of much unhappiness.   However, Habbe (1937) found just the
opposite with normal schoolboys.

In the area of developmental psychology, Davis (1937)
concluded that as the child gets older, the practice of naming
people and places in daily life tends to drop off.   Allport and
Schanck (1936) turned their attention to college students and the
potency of attitudes toward name.   They learned that students
were more willing to fight for an insult to their name than for
defense of their property.   In his first famous textbook on
personality, Allport (1937) considered that one's name is the
most important anchor point for selfhood.   In the same year,
Walton (1937) reported the first really systematic evaluation of
first names.   He used the methods of paired comparisons and
absolute judgments to measure male and female names.

The undergraduate thesis of Holt Studies in the Psychology
of Names represents a high level of scholarship.   Beginning with
a comprehensive review of the name literature in the social
sciences, it reports two separate investigations on ethnic name
stereotyping, and finally, describes interviews with men and
women on name changing.   Again, a study that seems ahead of its
day.

The research on stereotypes of Schoenfeld (1942) followed
somewhat the approach of Walton and Holt.   Schoenfeld's results
give evidence that stereotypes of personality characteristics are
associated with specific names.   Finally, there are the
contributions of Allen, Brown, Dickinson, and Pratt (1941) and

Finch, Kilgren, and Pratt (1944). The Allen work concluded that
men possess and prefer more common; women, less common names. In
addition, women tend to be more dissatisfied with either common
or very unusual names. The Finch study confirmed that of Allen
and also measured affectionate and hypocoristic names.

This ends the background material of psychological research
to the end of World War II. We can now turn attention to
research associated with different types of name.

FURTHER TYPES OF NAME

While there was a brief description of some of the more
common name terms at the beginning of this review, it seems
appropriate to discuss additional types of name. The work of Van
Buren (1974) on the derivation and usage of first names,
nicknames, affectionate, and hypocoristic names should be
mentioned for its usefulness in trying to understand current
practices.

Ambiguous Names

During the past few years there has been some shift to names
which have been called by some writers, androgynous, by others,
ambiguous. Jan is such a name. One cannot immediately tell the
sex of the bearer. Of course, we have always had names such as
Joy or Marion, or even Shirley, but the number of Lous, Lees, and
Pats seems to be increasing. Landman (1974), Rickel and Anderson
(1981), and Barry and Harper (1982) have explored this area.

Alias

An alias is a false name that an individual assumes to
prevent detection by police authorities. In a study of prisoners

at Joliet, Illinois, Hartman (1951) learned that while 55% of the first-timers used aliases, 97% of the repeaters did. The repeaters also had more personality difficulties.

Hypocoristic Names

The hypocoristic name is a shortened or abbreviated form of the first name as Will for William. The Van Buren and Finch works mentioned above have dealt with hypocoristic names. The research of Lawson (1973) indicates that both men and women preferred hypocoristic names over full first names and affectionate names for males; Lawson and Roeder (1986) with women's names indicates that while women do have some preference for the hypocoristic form, men i. e., Barb, men have a preference for the Barbie form (of Barbara). Drury and McCarthy (1980) interviewed American students at the University of Copenhagen, learning that about a third shortened their names. This name shortening was correlated with a positive attitude toward Denmark and positive self-esteem.

Jr. (Junior)

While the practice of using the suffix Jr. after the name has been going on for some time, its study is relatively recent. Two investigations bear on the practice. Plank's view (1971) is that bestowing a Jr. on a son is evidence that the Hamlet hypothesis is at work, that is, the father wants to perpetuate himself in his son and this is a possible source of conflict. Plank reports that the percentage of Juniors among mental patients at a Veterans Administration hospital is three times the rate for the general population.

In the second investigation with schoolchildren, Busse, Busse, and Busse (1979) learned that boys named for their fathers liked their names as well as other boys; however, girls, named for their mothers, did not. We can only speculate that naming a child after one of the parents may produce heightened identification, frustration, conflict, and, sometimes, aggression.

Nicknames

As mentioned earlier, Hall was the first to call attention to nicknames, followed by the work of Orgel and Tuckman in the 30's. In Denmark, Hansen (1948) related names to feelings of inferiority. Dexter (1949) used a questionnaire to conclude that those with nicknames were more popular. Moses and Freedman (1958) noted that nicknames have a magical function with disturbed children; that names such as Sunny or C...ef often seem to act as prescriptions for the role the child is to follow.

Beside the work of Van Buren and Busse et al. already mentioned, there have been several reports from Britain (James, 1979; Morgan, Oneill, & Harre/'/, 1979; Harre/'/, 1980) which have been devoted to nicknames. The Morgan et al. book is entirely on the nicknaming process and includes cross-cultural work. The research demonstrates that the nickname can be understood as a norm, a form of social control, and a form of status.

Surnames

Surnames are what are commonly referred to as last names. Curiously, there are only two investigations by psychologists of

surnames, that of Arthaud, Hohneck, Ramsey, and Pratt (1948) and Razran (1950). The Arthaud research compared (1) monosyllabic vs. dissyllabic surnames (Reeves vs. Scovill), and (2) names in the original language vs. the anglicized version (Bauer vs. Bower). Monosyllabic and anglicized names were preferred (with some qualifications).

Razran was interested in measuring ethnic prejudice. He used a sophisticated design to evaluate how the surname affects the observer's perception of the beauty, intelligence, and emotionality of young women.

Unique Names

Unique or unusual names have been the source of some controversy. Savage and Wells (1948) with college students, Ellis and Beechley (1954), Hartman, Nicolay, and Hurley (1968), and Bagley and Evan-Wong (1970) with clinical populations, concluded that a unique name predisposed to poorer adjustment. However, the evidence seems clearer for males than for females. Eagleson and Clifford (1945) reported that black women had no significantly higher percentage of unique names than did Whites.

However, there is another side to the issue of unique names than that they lead to poor adjustment. Houston and Sumner (1948), while reporting that unique names were associated with neuroticism, also found that more of the scholarship holders at Harvard had unique names. Schonberg and Murphy (1974) reported male students (with unique names) performed better on a personality test while no difference was found with females. In a series of investigations, Zweigenhaft (1977a, 1981, 1983) and

11

Zweigenhaft, Hayes, and Haagen (1980) have provided evidence that unusually named people have scored _higher_ on personality variables and intelligence tests, and also attained higher status. Slightly different results have been reported by Joubert (1983) and Skinner (1984). Joubert (in Alabama) found that men with unique names had as good a chance to graduate with academic honors as others but that women with unique names did not. The Canadian study by Skinner concluded that unique names did not lead to poorer performance. My own feeling is that unusual names act as a type of catalyst; for those who are already strong and/or outstanding, it is an additional prod; however, for those who lack strength or talent, it becomes an additional burden.

STRUCTURE, STYLE, ADDRESS, AND USAGE

Besides the types of name, psychologists have also been somewhat interested in the form and structure of how the name is used.

Length of name

There has been some interest in the effect of length of surname and marital choice for women. Cabe (1967) concluded that women would tend to marry men with shorter surnames since shorter names are preferred. However, subsequent research, more carefully controlled (Cabe, 1968; Finch & Mahoney, 1975) failed to provide confirmation.

Initial letter of surname

Some observers have felt that a person whose surname begins with a letter toward the beginning of the alphabet has a preferred position in school, in employment, and, perhaps, in

other places. Autry (1970), with high school students in Texas,
found no significant correlations; Ping (1980), in Germany,
concluded that teachers do pay more attention to students whose
names are at the beginning of the alphabet; Williams (1985), in a
Northern Ireland study, also found superior performance for those
whose surnames were early in the alphabet.

Segal (1974) took a somewhat different tack. She found that
trainees at the Maryland State Police Training Academy who were
assigned rooms and lockers by surname were more likely to develop
friendships. Apparently, close proxim ty of the initial letters
of the surname is a factor in friendsh p formation.

Style

Style in this sense refers to how t. ? individual uses the
name. A man might call himself John Publ. :, or John Q. Public or
one of several variations. Women who marry have even more
possibilities. Wells and Palwick (1950) reported that the most
common style was John Q. Public except in the House of
Representatives where the John or Jack style was preferred.
Hartman (1958) has also reported on name style.

Boshier (1973) showed that New Zealanders preferred the John
Public style, that the ? who showed one name style across all
situations were more conservative on a personality test.
Replicating the Boshier work in California, Zweigenhaft (1975)
found that his sample preferred the John Q. Public style and
there were no significant personality differences between those
using one style and another.

Farley did her research with women employed at a large
university (1970, 1975, 1976) examining the signature pattern of
married women returning to the work force. She concluded that
those with higher status and motivation tend to sign their own
names without the title of Miss or Mrs. Dion (1987), in Canada,
concluded that women who use the Ms. title give the impression
of being more achievement-oriented, socially assertive, and
dynamic but lacking in interpersonal warmth.

Forms of address

Brown and Ford (1961) in a paper which was to have a major
influence evaluated patterns of address involving first name
(John) vs. title and last name (Mr. Smith), whether used
reciprocally with others, or not. The research concluded that a
person uses the first name with an intimate of equal status or a
subordinate; title and last name are used with a superior or in
an equal status interaction with a stranger. Slobin, Miller, and
Porter (1968), working with a large insurance firm, confirmed the
work of Brown and Ford.

Canadian studies by Kroger (1982), Kroger, Cheng and Leung
(1979), Kroger, Wood, and Beam (1984), Kroger, Wood, and Kim
(1984) continued the work of Brown and Ford with Canadians,
Chinese, and Koreans.

Change of Name

Holt (1939) did the first investigation of name change when
he interviewed fifteen married women and five men who had changed
their names. Feldman (1975) investigated the relationship
between name change and improved economic conditions. She

examined the records of pairs of brothers, one of whom had
anglicized his name. The pattern shows an improvement in
economic status for the name changers. In another study, Falk
(1975) analyzed name changes among immigrants to Israel.

RECENT THEORETICAL VIEWS

Sherif and Cantril (1947) in their well-known Psychology of
Ego-Involvements drew from se eral sources for their description
and analysis of naming practices. The discussion of Katz (1955)
shows some of the problems people in Europe have with names.
Roger Brown's work (1958) gives a psycholinguistic analysis of
the naming process. Allport (1961, p. 117) noted that the name
is the most important anchor point in one's identity.

Brender's work (1963) approaches the motivational factors in
the naming process from various aspects: psychoanalysis, family
tradition, religion, fashion, and desire for uniqueness; Dion's
contribution (1983) demonstrates the contributions of psychology
to concepts of identity and self.

Outstanding are the contributions of M cnamara (1982) and
Carroll (1985). Macnamara's book attempts to set up a theory of
learning names and is based upon extensive experimental work with
children. Carroll's book presents field and laboratory research
in naming strategies from a psychological point of view
incorporated in a theoretical position. He emphasizes the role
of context and isomorphism in naming.

RECENT APPLIED RESEARCH

Stereotypes

Stereotypes are generalized ways of thinking about various

objects, concepts, people, or ideas and have long been studied by
social psychologists. It is natural, then, that stereotypes of
names be investigated.

In a popular article Marcus (1976) explains the power of the
name stereotype and how the perception of a name can alter
behavior toward the bearer of that name. Kaufmann (1973), author
of a popular textbook in social psychology, recounts his own
stereotyping and his initial shock at first hearing the excellent
English of Cesar Chavez, the California migrant labor leader.
The importance of stereotypes, then, is clear.

Several empirical investigations have been carried out. The
work of Razran (1950) with fictitious surnames to measure ethnic
prejudice has already been mentioned. In Britain. Sheppard
(1963) confirmed the earlier work of Schoenfeld (with first
names); Wober (1970) worked with stereotypes of personality
characteristics associated with some first names by English
schoolgirls.

The development of the semantic differential (Osgood & Suci,
1952; Osgood, Suci, & Tannenbaum, 1957) led to its application to
the measurement of name stereotypes, often in three-dimensional
semantic space. Research has confirmed the ability of the
semantic differential to measure a relatively large number of
names with efficiency (Buchanan & Bruning, 1971; Duffy &
Ridinger; 1981; Ellington, Marsh, & Critelli, 1980; Evans, 1983;
Lawson, 1971, 1973, 1974, 1980, 1985, in press; Lawson and
Roeder, 1986). In my own most recent research, I have evaluated
about 1000 names along six dimensions, Good-Bad, Strong-Weak,

Active-Passive, Sincere-Insincere, Intelligent-Dumb, and
Emotional-Calm.

Liking/Familiarity/Popularity

McDavid and Harari (1966) in their work with schoolchildren
were able to show a relationship between name desirability and
sociometric popularity. Other investigations have confirmed the
relationship between liking and popularity. Harrison's project
(1969) was directed at the relationship between familiarity
(exposure) and liking. Further work (Johnson & Staffieri, 1971;
Crisp, Apostal, & Luessenheide, 1984) has provided additional
confirmation. Also to be mentioned are work from England and
Australia (Colman, Hargreaves, & Sluckin; 1980, 1981; Hargreaves,
Colman, & Sluckin, 1983). These studies report the inverted U
phenomenon most- and least-familiar names) are least attractive),
but this is not true with surnames. Busse and Seraydarian (1979)
investigating popularity with schoolchildren, used sociometric
technique to demonstrate the positive relationship between first
name desirability and popularity, This result was clearer with
girls than with boys.

Developmental patterns

How early can the process of name stereotyping begin?
Bruning and Husa (1973) showed that children were able to rate
names as early as the third grade. Busse and Helfrich (1975)
demonstrated the stability of name stereotypes with children in
grades 2-11. With college students, Knechtel (1973) was able to
conclude that first names do influence life roles to some extent.

School Achievement

Among the more important questions concerning stereotypes is
whether the first name of the individual will affect the
perception of and/or judgments of performance. The investigation
of Harari and McDavid (1973) has been very important. They set
up a situation where essays purportedly done by 10-year-olds were
graded. Each paper had attached the name of a fictitious author
depending upon the design of the project. The essays received
higher grades when authorship was attributed to someone with a
desirable name. However, Seraydarian and Busse (1981) were not
able to replicate the work of Harari and McDavid.

In a related investigation, Garwood (1976) had teachers
categorize boys' names as either desirable or undesirable.
Scores on objective measures of achievement and personality were
significantly higher for those in the desirable names group.
Nelson (1977) was able to confirm Garwood with women college
students, but not with men. Busse and Seraydarian (1978)
demonstrated small but significant correlations in elementary and
secondary schoolchildren between name desirability and school
readiness, IQ, and achievement.

Seits (1981) did a variation on Harari and McDavid using
community college English instructors who were asked to grade an
essay. Different fictitious names were used. While no
relationship was found between name and grade, a relationship was
found between name and miscellaneous remarks made on the essay by
the instructors, thus providing some confirmation for McDavid and
Harari.

Confusing the issue somewhat, Ford, Masters, and Miura

(1984) in two samples, one of children grades 2-11, the other,
high school students, concluded that when appropriate methodology
was followed that there was no correlation between academic and
social competence and frequency or desirability of names. In
England, Erwin and Calev (1984) working with college students
found that those who were attractively named themselves, gave
higher grades than those who were not attractively named. My own
conclusion on this is that beginning teachers or evaluators are
more influenced by the name of the bearer; more experienced
teachers, less so. Perhaps because they have learned better.

Physical attractiveness

Stereotypes of names have even been used in relation to
physical attractiveness. Garwood, Cox, Kaplan, & Sulzer (1980)
showed that in the selection of a campus beauty queen more votes
were given to the candidate with a desirable first name.
Tompkins and Boor (1980) used names varying in desirability and
photographs varying in attractiveness as stimuli for ratings by
men and women teachers on seventh grade boys on a number of
dimensions, but the results failed to confirm hypotheses drawn
from Harari and McDavid (1973) as did Hensley (1985) with a
college sample.

Sex roles and names

The last fifteen years has seen an increasing research
interest in the appropriate sex roles for men and women. Bruning
and Liebert (1973) were able to show that masculinity-femininity
ratings of names correlated significantly with
masculinity-femininity ratings of photographs of men and women.

Landman (1974) has commented on the sex-role confusion
experienced by those with androgynous names such as Lynn, Leslie,
or Dana. Ellington, Marsh, and Critelli (1980) reported that
women with masculine names were in the normal range of
personality measures. However, women known by more masculine
names were less anxious and less neurotic. Other related work in
this area was contributed by Kleinke (1974), Garwood, Baer,
Levine, Carroll, and O'Neal (1981), Duffy and Ridinger (1981),
and Rickel and Anderson (1981).

Ethnic stereotypes

Research by Holt and Razran on ethnic groups as objects of
stereotypes has already been referred to. Other aspects of
ethnic stereotypes have also been investigated. Meeker and
Kleinke (1972) showed how Black, White, and Chicano groups used
identifying names such as Whitey or Gringo inside and outside
their own ethnic group. In research somewhat related, Busse and
Seraydarian (1977) had schoolchildren evaluate on desirability a
number of first names categorized into eight ethnic groups. The
results indicate that Afro-American names were liked less than
those in the other groups. In an investigation with Black,
White, and Spanish schoolteachers in Georgia and Florida, Garwood
and McDavid (1974) found greater differences by sex and location
than by ethnicity. Allen (1983) in a quite different approach
shows how personal names such as Mike became a collective term
for Irishmen, Ivan for Russians and thus became a measure of
social conflict.

Bias

Peters and Ceci (1982) were concerned with bias in the
evaluation of manuscripts submitted for publication.
Resubmitting the articles to the journals in which they were
originally published along with change in the name of the author
and institutional affiliation, Peters and Ceci learned that nine
were not detected as resubmissions. Of these nine, eight were
rejected on various grounds. So much for objective editorial
review! However, it is fair to point out that institutional
affiliation was also indicated.

Attribution Theory

One of the newer approaches in psychology is attribution
theory, where the observer tries to assign responsibility for an
act. Busse and Love (1973) presented stories to schoolchildren.
In each story the main character had to choose between two
courses of action. As anticipated, results confirmed that
characters who possessed liked first names were judged right more
frequently. Garwood, Gray, Sulzer, Levine, Cox, and Kaplan
(1983) went a step further. They investigated not only
attribution (responsibility assignment) for the people in their
stories but also sanction assignment. Their conclusion was that
name and sex were important factors so that less reward was
assigned males with undesirable names and less punishment (more
leniency) was shown for females with undesirable names.

Personality

While aspects of names and personality have been touched on
already, two topics should be considered, self-concept and
self-esteem.

Self-Concept

Self-concept refers to the individual's perception of his/her own image. To measure this Bugental and Zelen (195Ø) asked men and women the question "Who are you?" and concluded that name is a central aspect of self-perception. Guardo and Bohan (1971) interviewing children, learned that one's name gives a sense of continuity. Jourard (1974) indicated that the name defines the identity of the individual. Other research along this line was contributed by Lewis and Brooks-Gunn (1979) with infants, and Gordon (1968), with college students.

Self-Esteem

Related to self-concept is self-esteem, the regard the individual has for his/her own worth, especially as perceived from the reactions of others. Eagleson (1946) asked students how well they liked their first names. Most did, although a quarter did not. In France, Plottke (195Ø) obtained similar results.

In further work, Adelson (1957), in a large systematic investigation on self-acceptance, self-identity, and attitude, concluded that attitudes toward one's name are an important factor. Strunk (1958) showed that college students who liked their names received higher ratings on a personality scale of self-satisfaction. Busse (198Ø) in a large cross-sectional study with schoolchildren noted that boys like their names more than girls; Blacks more than Whites. Similar research with children has been done in New Zealand by Boshier (1968a, 1968b) and in South Africa by Stru/"/mpfer (1978).

Signature Size

Signature size has also been the subject of research. Zweigenhaft has been the leader in this field (Zweigenhaft, 1970, 1977; Zweigenhaft & Marlowe, 1973), asserting that as the individual's status arose so did size of the signature. While Swanson and Price (1972) have confirmed this view, Mahoney (1973) using personality measures along with the signature did not. Stewart (1977), in Canada continued the interest, demonstrating a relationship between signature size and status. Snyder and Promkin-(1977; 1980) found that those with larger signatures scored higher on a uniqueness scale. Finally, Hendrick, Vincenzo, and Nelson (1973) learned that those students who signed up for an experiment in a more formal setting tended to have more formal signatures.

NEWER APPROACHES IN RESEARCH

Most of the research in this review, although not all, has been of the observational or descriptive sort. Following the scientific approach, the next level of research would be some manipulation of variables, in this case, aspects of names or factors associated with names. A few investigations seem to point the way.

One is the experiment of Garwood et al. (1983) on attribution, mentioned above. Respondents were asked to make a decision about the main character in a decision situation, and to assign sanctions, if appropriate. The design of that research manipulated four factors simultaneously: name desirability, sex, level of responsibility, and assignment of sanctions.

A second experiment by Kleinke and Staneski (1972) evaluated

how people use names in social interaction. The investigators set up ingratiating/dependent situations and noningratiating/independent situations. In the ingratiating/dependent situations, the participant is an applicant for a job; in the non-ingratiating/independent situation, an attractive woman interviews two men. The experimenters concluded that using another's name in the social (independent) situation is perceived more favorably than in the job applicant (dependent) situation.

In a third experiment, Berkowitz and Knurek (1969) first gave participants negative association training to either of the names George or Fred. Then the students were angered by the trainer. The final situation tested how they would react to a discussion partner who bore the critical name. Results showed a displacement of hostility in the direction of the critical name.

Finally, in a related experiment, Leyens and Picus (1973) first angered their participants; next, had them watch a film clip of a fight; then, gave them a chance to give an electric shock to a confederate who had the same name as the figure in the film. Their results, however, did not confirm that aroused hostility would generalize to the confederate with the same name as the figure in the film.

While these experiments do arouse puzzling questions, they are important in that they demonstrate how names as a significant variable can be controlled by an investigator in a research design.

CONCLUSIONS

This review has tried to show some of the ways that
psychologists have tried to explcre various aspects of names.
The field is certainly disorganized and probably chaotic as well.
It is clear that some kind of integrating theory is necessary.
However, as the number and variety of works cited shows, even if
the theory end is not as strong as it might be, the research end
is alive and well and the prognosis for the future looks good.
Certainly the evidence is that research and scholarly activity
continue to be an important area in psychology.

References

Adelson., Attitudes Toward First Names: an Investigation of the
Relation Between Self-Acceptance, Self-Identity and Group and
Individual Attitudes Toward First Names (Doctoral dissertation,
Columbia University, 1957), Dissertation Abstracts VIII (1957),
1831. (University Microfilms No. 57-2945, 135 p.)

Allen, I. L., 'Personal names that became name epithets', Names, XXXI
(1983), 307-18.

Allen, L., et alii, 'The relation of first name preferences to their
frequency in the culture' Journal of Social Psychology XIV (1941),
279-93.

Allport, Gordon W. (1937), Personality: a Psychological Interpretation
(New York, 1937), pp. 163-4.

idem, Pattern and Growth in Personality (New York, 1961), p. 117.

idem and R. L. Schanck, 'Are attitudes biological or cultural in
origin', Character and Personality, IV (1936), 195-205.

Alspach, E. M., 'On the psychological response to unknown proper
names', American Journal of Psychology XXVIII (1917), 436-43.

Arthaud, R. L., et alii, 'The relation of family name preferences to
their frequency in the culture', Journal of Social Psychology
XXVIII (1948), 19-37.

Autry, J. W., and D. G. Barker, 'Academic correlates of alphabetical
order of surname', Journal of School Psychology VIII (1970), 22-3.

26

Bagley, C., and L. Evan-Wong, 'Psychiatric disorder and adult and peer group rejection of the child's name', Journal of Child Psychology and Psychiatry XI (1970), 19-27.

Barry, H., III, and A. Harper 'Evolution of unisex names', Names XXX (1982), 15-22.

Berkowitz, L., and D. A. Knurek, 'Label-mediated hostility generation', Journal of Personality and Social Psychology XIII (1969) 200-6.

Boshier, R., 'Self-esteem and first names in children', Psychological Reports XXII (1968), 762. (a)

idem, 'Name style and conse.vatism', Journal of Social Psychology LXXXIV (1973), 45-53. (b)

idem, 'Attitudes toward self and one's proper name', Journal of Individual Psychology XXIV (1968), 63-6.

Brender, M., 'Some hypotheses about the psychodynamic significance of infant name selection', Names XI (1963), 1-9.

Brown, R., Social Psychology (Chicago, 1965), pp. 51-100.

idem, with M. Ford, 'Address in American English', Journal of Abnormal and Social Psychology' LXII (1961), 375-85.

Bruning, J. L., and F. T. Husa, 'Given names and stereotyping', Developmental Psychology VII (1972), 91.

idem, and D. M. Liebert, 'Name and facial feature stereotyping,

Perceptual and Motor Skills XXXVII (1973), 889-90.

Buchanan, B., and J. L. Bruning, 'Connotative meanings of first names
and nicknames on three dimensions', Journal of Social Psychology
LXXXV (1971), 143-4.

Bugental, J. F. T., and S. L. Zelen, "Investigations into the
'self-concept' I. The W-A-Y technique', Journal of Personality
XVIII (1950), 483-98.

Busse, T. V., 'Entwickiungsa/"/nderungen in der Vorliebe fuer den
eigenen Vornamen' [Developmental changes in liking one's own
name], Zeitschrift fuer Entwicklungspsychologie und Pa/'dagogische
Psychologie XII (1980), 213-6.

idem, with K. Busse and M. Busse, 'Identical first names for parent and
child', Journal of Psychology CVII (1979), 293-4.

idem, and J. Helfrich, 'Changes in first name popularity across
grades', Journal of Psychology LXXXIX (1975), 281-3.

idem, and C. Love, 'The effect of first names on conflicted decisions:
an experimental study', Journal of Psychology LXXXIV (1973),
253-6.

idem, with L. Seraydarian, 'Desirability of first names, ethnicity and
parental education', Psychological Reports XL (1977), 739-42.

eadem, 'The relationship between first name desirability and school
readiness, IQ, and school achievement', Psychology in the Schools
XV (1978), 297-302.

eadem, 'First names and popularity in grade school children',
    Psychology in the Schools XVI (1979), 149-153.

Cabe, P. A., 'Name length as a factor in mate selection', Psychological
    Reports XXI (1967), 678.

idem, 'Name length as a factor in male selection: age controlled',
    Psychological Reports XXII (1968), 794.

Carroll, J. M., What's in a Name? An Essay in the Psychology of
    Reference (New York, 1985).

Clarke, H. M., 'Recall and recognition for names and faces', Journal of
    Applied Psychology XVIII (1934), 757-63.

Colman, A. M., with D. J. Hargreaves and W. Sluckin, 'Psychological
    factors affecting preferences for first names', Names XXVIII
    (1980), 113-29.

eadem, 'Preferences for Christian names as a function of their
    experienced familiarity', British Journal of Social Psychology XX
    (1981), 3-5

Crisp, D. R., with R. A. Apostal and H. D. Luessenheide, 'The
    relationship of frequency and social desirability of first names
    with academic and sex-role variables, Journal of Social Psychology
    CXXIII (1984), 143-4.

Davis, E. A., 'Development in the use of proper names', Child
    Development VIII (1937), 270-2.

deLaski, E., 'The psychological attitude of Charles Dickens toward
    surnames', American Journal of Psychology XXIX (1918), 337-346.

Dexter, E. S., 'Three items related to personality: popularity,
    nicknames, and homesickness', Journal of Social Psychology XXX
    (1949), 155-8.

Dion, K. L., 'Names, identity, and self', Names XXXI (1983), 245-257.

idem, 'Sex differences in desirability of first names: another
    nonconscious sexist bias?', Academic Psychology Bulletin VII
    (1985), 287-98.

Drury, D. W., and J. D. McCarthy, 'The social psychology of name
    change: reflections on a serendipitous discovery', Social
    Psychology Quarterly XLIII (1980), 310-20.

Duffy, J. C., and B. Ridinger, 'Stereotyped connotations of masculine
    and feminine names', Sex Roles VII (1981), 25-33.

Eagleson, O. W., 'Students' reactions to their given names', Journal of
    Social Psychology, 1946, 23, 187-95.

idem, with A. D. Clifford, 'A comparative study of the names of white
    and Negro women college students', Journal of Social Psychology
    XXI (1945), 57-64.

Ellington, J. E., with L. A. Marsh and J. Critelli, 'Personality
    characteristics of women with masculine names', Journal of Social
    Psychology CXI (1980), 211-8.

Ellis, A., and R. M. Beechley, 'Emotional disturbance in children with

peculiar names', *Journal of Genetic Psychology* LXXXV (1954), 337-9.

English, G., 'On the psychological response to unknown proper names', *American Journal of Psychology* XXVII (1916), 430-4.

Erwin, P. G., and A. Calev, 'The influence of christian name stereotypes on the marking of children's essays', *British Journal of Educational Psychology* LIV (1984), 223-7.

Evans, C. K., 'Two studies in the psychology of names', *Papers of the North Central Names Institute* IV (1983), 16-42.

Falk, A., 'Identity and name changes', *Psychoanalytic Review* LXII (1975), 647-57.

Farley, J. 'Women going back to work: Preliminary problems', *Journal of Employment Counseling*, 1970, 7, 130-6.

idem, 'Married women's name styles and interest in continuing education', *Journal of Employment Counseling* XII (1975), 91-5.

idem, 'Women at work: Name styles and job level', *Journal of Employment Counseling* XIII (1976), 174-81.

Feldman, C. G., *Social and Psychological Dynamics of Name Changing Among American Males* (Doctoral dissertation, Boston College, 1975), *Dissertation Abstracts International* XXXVI (1976), 4673B, (University Microfilms No. 76-6567, 147 pages).

Finch, M. D. and E. R. Mahoney, 'Name length as a factor in mate

selection: An age-controlled replication', Psychological Reports,
XXXVII (1975), 642.

Finch, M., with H. Kilgren and K. C. Pratt. 'The relation of first
name preferences to age of judges or to different although
overlapping generations', Journal of Social Psychology, XX (1944),
249-64.

Ford, M. E, with J. C. Masters and I. Miura, 'Effects of social
stimulus value on academic achievement and social competence: A
reconsideration of children's first name characteristics', Journal
of Educational Psychology, LXXVI (1984), 1149-58.

Garwood, S. G., 'First-name stereotypes as a factor in self-concept and
school achievement', Journal of Educational Psychology, LXVIII
(1976), 482-7.

idem, et alii, "Beauty is only 'Name' deep: The effect of first-name on
ratings of physical attraction', Journal of Applied Social
Psychology, X (1980), 431-5.

idem, et alii, 'Sex-role expectations of socially desirable first
names', Sex Roles VII (1981), 257-62.

idem, et alii, 'Should Henrietta be punished or rewarded? The effects
of name desirability on responsibility attribution and sanction
assignment', Names XXXI (1983), 313-33.

idem, and J. W. McDavid, 'Ethnic factors in stereotypes of given
names', paper presented at the meeting of the American
Psychological Association, New Orleans, 1974, (ERIC Document

Reproduction Service No. ED 097 994).

Gordon, C., 'Self-conceptions: configurations of content', in G. Gordon and K. J. Gergen, eds., The self in social interaction, vol. 1, Classic and Contemporary Perspectives (New York, 1968), pp. 115-36.

Guardo, C. J., and J. B. Bohan, 'Development of a sense of identity in children', Child Development XLII (1971), 1909-21.

Habbe, S., 'Nicknames of adolescent boys', American Journal of Orthopsychiatry VII (1937), 371-7.

Hall, G. S., 'Some aspects of the early sense of self', American Journal of Psychology IX (1898), 368-72.

Hansen, A. 'Ogenavne og deres btydning for karacter og personalighedslivet' [Nicknames and their significance for character and personality], Nordisk Psykologmo///te I Oslo, 1947, (1948), 196-7.

Harari, H., and J. W. McDavid, 'Name stereotypes and teacher expectations', Journal of Educational Psychology LXV (1973), 222-5.

Hargreaves, D. J., with A. M. Colman and W. Sluckin, 'The attractiveness of names', Human Relations XXXVI (1983), 393-401.

Harrison, A. A., 'Exposure and popularity', Journal of Personality XXXVII (1969), 359-77.

Harre/'/, R., 'What's in a nickname?', Psychology Today XIII [8]
    (1980), pp. 78-9; 81; 84.

Hartman., A. A, Criminal aliases: a psychological study', Journal of
    Psychology XXXII (1951), 48-56.

Hartman, A. A., 'Name styles in relation to personality', Journal of
    General Psychology LIX (1958), 289-94.   ----.

Hartman, A. A., with R. C. Nicolay and J. Hurley, 'Unique personal
    names as a social adjustment factor' Journal of Social Psychology
    LXXV (1968), 107-10.

Hendrick, C., with J. Vincenzo and C. A. Nelson, 'Formality of
    signature as an index of subject motivation in the psychological
    experiment', Social Behavior and Personality III (1973), 1-4.

Hensley, W., and B. Spencer, 'The effect of first names on perceptions
    of female attractiveness', Sex Roles XII (1985), 723-9.

Holt, R. R., Studies in the Psychology of Names (Bachelor's thesis,
    Princeton University, 1939).

Houston, T. J., and F. C. Sumner, 'Measurement of neurotic tendency in
    women with uncommon given names', Journal of General Psychology
    XXXIX (1948), 289-96.

James, A., 'The game of the name: nicknames in the child's world', New
    Society XLVIII (1979), 632-4.

Johnson, P. A., and J. R. Staffieri, 'Stereotypic affective properties
    of personal names and somatotypes in children', Developmental

Psychology V (1971), 176.

Joubert, C. E., 'Unusual names and academic achievement', Psychological Reports LIII (1983), 266.

Jourard, S. M., Healthy Personality: an Approach from the Viewpoint of Humanistic Psychology (New York, 1974), pp. 150-1.

Katz, R., 'Ein Beitrag zur Psychologie des Vornamens' [A contribution to the psychology of first names], Zeitschrift fuer Kinderpsychiatrie, XXII (1955), 50-9 (has English summary).

Kaufmann, H., Social Psychology: the Study of Human Interaction, (New York, 1973), p. 352-3.

Kleinke, C., 'Knowledge and favorability of descriptive sex names for males and females', Perceptual and Motor Skills XXXIX (1974), 419-22.

Kleinke, C., with R. A. Staneski and P. Weaver, 'Evaluation of a person who uses another's name in ingratiating and noningratiating situations', Journal of Experimental Social Psychology VIII (1972), 457-66.

Knechtel, L. A., Names and Life Roles (Doctoral dissertation, United States International University, 1973) Dissertation Abstracts XXXIV (1973), 396B (University Microfilms No. 73-29, 190 pages).

Kollarits, J., 'Observations de psychologie quotidienne' [Observations of daily life], Archives de Psychologie XIV (1914), 225-47.

Kroger, R. O., 'Explorations in ethogeny with special references to the forms of address', American Psychologist XXXVII (1982), 810-20.

idem, with K. Cheng and I. Leong, 'Are the rules of address universal? A test of Chinese usage', Journal of Cross-Cultural Psychology X (1979), 395-414.

idem, with L. A. Wood and T. Beam, 'Are the rules of address universal? II. Greek usage', Journal of Cross-Cultural Psychology XV (1984), 259-72.

idem, with L. A. Wood and U. Kim, 'Are the rules of address universal? Comparisons of Chinese, Greek, and Korean usage, III', Journal of Cross-Cultural Psychology XV (1984), 273-84.

Landman, L., Recent trends toward unisex', American Journal of Psychoanalysis XXXIV (1974), 27-31.

Lawson, E. D., 'Semantic differential analysis of men's first names', Journal of Psychology LXXVIII (1971), 229-40.

idem, 'Men's first names, nicknames, and short names: a semantic differential analysis', Names XXI (1973), 22-7.

idem, 'Women's first names: a semantic differential analysis', Names XXII (1974), 52-8.

idem, 'First names on the campus: a semantic differential analysis', Names XXVII (1980), 69-83.

idem, 'Personal names: 100 years of social science contributions', Names XXXII (1984), 45-73.

idem, 'Psychological dimensions of men's names: ż semantic differential analysis', <u>XV, Internationaler Kongress fuer Namenforschung, 1984, Leipzig</u>, III (1985), 143-8.

idem, 'Personal names: 100 years of social science contributions: continued', <u>Names</u> XXXIV-(1986), 89-90.

idem, <u>Personal Names and Naming: an Annotated Bibliography</u>, (Westport, Conn., 1987).

idem, 'Psychological dimensions of women's names: a semantic differential analysis,' <u>Proceedings of the XVIth International Congress of Onomastic Sciences Quebec, 1987</u>, (in press).

idem and L. M. Roeder, 'Women's full first names, short names, and affectionate names: semantic differential analysis', <u>Names</u> XXXIV (1986), 175-84.

Lewis, M., and J. Brooks-Gunn, <u>Social Cognition and the Acquisition of Self</u> (New York, 1979), pp. 141-60.

Leyens, J-P., and S. Picus, 'Identification with the winner of a fight and name mediation: their different effects upon subsequent aggressive behavior', <u>British Journal of Social and Clinical Psychology</u> XII (1973), 374-7.

Lo, T. Y., 'Correlation of name and fame', <u>Chinese Journal of Psychology</u>, III No. 5 (1925), 1-10 (<u>Psychological Abstracts</u>, <u>I</u> (1925), No. 1386).

Longstaff, H. P., 'Trade name hurdles', Journal of Applied Psychology,
    XX (1936), 438-41.

Macnamara, J., Names for Things: a Study of Human Learning, (Cambridge,
    Mass., 1982)

Mahoney, E. R., 'Signature size and self-estimation: a brief note',
    Journal of Psychology LXXXIV (1973), 223-4.

Marcus, M. G., 'The power of a name', Psychology Today, October, 1976,
    pp. 75-6; 108.

McDavid, J. W., and H. Harari, 'Stereotyping of names and popularity in
    grade school children', Child Development XXXVII (1966), 453-9.

Meeker, F. B., and C. L. Kleinke, 'Knowledge of names for in- and
    outgroup members of different sex and ethnic groups, Psychological
    Reports XXXI (1972), 832-34.

Morgan, J., with C. Oneill and R. Harre/'/, Nicknames: Their Origins
    and Social Consequences (London, 1979).

Moses, R., and Freedman, D. X., " 'Trademark' function of symptoms in a
    mental hospital", Journal of Nervous and Mental Disorders CXXVII
    (1958), 448-57.

Mulhall, E. F., 'Experimental studies in recall and recognition',
    American Journal of Psychology XXVI (1915), 217-28.

Nelson, S. D., 'First name stereotypes and expected academic
    achievement of students', Psychological Reports XLI (1977),
    1343-4.

Orgel, S. Z., and J. Tuckman, 'Nicknames of institutional children,'
American Journal of Orthopsychiatry V (1935), 276-85.

Osgood, C. E., and G. J. Suci, 'A measure of relation determined by
both mean difference and profile information', Psychological
Bulletin XLIX (1952), 251-62.

eadem with P. Tannenbaum, The Measurement of Meaning (Urbana, Illinois,
1957).

Peters, D. P., and S. J. Ceci, 'Peer-review practices of psychological
journals: the fate of published articles, submitted again',
Behavioral and Brain Sciences V (1982), 187-95.

Plank, R., "The use of 'Jr' in relation to psychiatric treatment",
Names XIX (1971), 132-6.

Plottke, P., 'The child and his name', Individual Psychology Bulletin
VIII (1950), 150-7.

Razran, G., 'Ethnic dislikes and stereotypes: a laboratory study'
Journal of Abnormal and Social Psychology XLV (1950), 7-27.

Rickel, A. U., and L. Anderson, 'Name ambiguity and androgyny', Sex
Roles VII (1981), 1057-66.

Ring, E. 'Hat der Anfangsbuchstabe des Familiennamens wirklich etwas
mit der Karriere zu tun?' [Is there really a relationship between
the initial letter of a person's surname and his career?'
Zeitschrift fuer Sociologie IX (1980), 285-99.

Savage, B. M., and F. L. Wells, 'A note on the singularity in given
    names' Journal of Social Psychology XXVII (1948), 271-2.

Schoenfeld, N., 'An experimental study of some problems related to
    stereotypes', Archives of Psychology XXXVIII (No. 270), (1942),
    (Monograph), pp. 37-55.

Schonberg, W. B., and D. M. Murphy, 'The relationship between the
    uniqueness of a given name and personality', Journal of Social
    Psychology XCIII (1974), 147-8.

Segal, M. W., 'Alphabetical attraction: an unobtrusive measure of the
    effect of propinquity in a field setting, Journal of Personality
    and Social Psychology XXX (1974), 654-7.

Seits. L. E., The Grading of Community College English Essays: a Study
    of the Effects of Student Name Stereotypes (Doctoral dissertation,
    Northern Illinois University, 1961), Dissertation Abstracts
    International XLII [04] (1981), 1618A-9A.

Seraydarian, L., and T. V. Busse, 'First name stereotypes and essay
    grading', Journal of Psychology CVIII (1981), 253-7.

Sheppard, D., 'Characteristics associated with Christian names',
    British Journal of Psychology LIV (1963), 167-74.

Sherif, M., and H. Cantril, The Psychology of Ego-Involvements (New
    York, 1947), pp. 202-20; 352-6; 442.

Skinner, N. F., 'Unusual given names and university grades: a rose by
    any other name does smell as sweet, Psychological Reports LIV

-(1984), 546.

Slobin, D. I., with S. H. Miller and L. W. Porter, 'Forms of address
and social relations in a business organization', _Journal of
Personality and Social Psychology_ VIII (1968), 289-93.

Snyder, C. R., and H. L. Fromkin, 'Abnormality as a positive
characteristic: the development and validation of a scale mesuring
need for uniqueness', _Journal of Abnormal Psychology_ LXXXVI
(1977), 518-27.

eadem, _Uniqueness: the Human Pursuit of Difference_ (New York, 1980),
pp. 518-27.

Stewart, R. A. C., 'Effects of self-esteem and status on the size of
signature', _Perceptual and Motor Skills_ XLIV (1977), 185-6.

Stru/"/mpfer, D. J. W., 'Relationship between attitudes toward one's
name and self esteem', _Psychological Reports_ XLIII (1978),
699-702.

Strunk, O., Jr., 'Attitudes toward one's own name and one's self',
Journal of Individual Psychology XIV (1958), 54-67.

Swanson, B. R., and R. L. Price, 'Signature size and status', _Journal
of Social Psychology_ LXXXVII (1972), 319.

Tompkins, R. C., and M. Boor, ' Effects of students' physical
attractiveness and name popularity on student teachers'
perceptions of social and academic attributes', _Journal of
Psychology_ CVI (1980), 37-42.

Van Buren, H., 'The American way with names', in R. Brislin, ed.,
    Topics in Culture Learning, II (1974), 67-86. Also ERIC Document
    Reproduction Service No. ED 098 801.

Walton, W. E., 'The affective value of first names', Journal of Applied
    Psychology, XXI (1937), 396-409.

Wells, F. L., and H. R. Palwick, 'Notes on usage of male personal
    names', Journal of Social Psychology XXXI (1950), 291-4.

Williams, S. M., 'Alphabetical name-order and memory for sentences',
    Perceptual and Motor Skills LX (1985), 994.

Wober, M., 'Popular images of personal names', Science Journal
    September (1970), 39-43.

Zweigenhaft, R. L., 'Signature size: a key to status awareness',
    Journal of Social Psychology LXXXI (1970), 49-54.

idem, 'Name styles in America and name styles in New Zealand', Journal
    of Social Psychology XCVII (1975), 289-90.

idem, 'The other side of unusual first names', Journal of Social
    Psychology CIII (1977), 291-302. (a)

idem, 'The empirical study of signature size', Social Behavior and
    Personality V (1977), 177-85. (b)

idem, 'Unusual names and uniqueness', Journal of Social Psychology,
    CXIV (1981), 297-8.

idem, 'Unusual first names: a positive look', Names XXXI (1983), 258-70.

idem, with D. Marlowe, 'Signature size: studies in expressive movement`, Journal of Clinical and Consulting Psychology XL (1973), 469-73.

idem, with R. L. Hayes and C. H. Haagen, 'The psychological impact of names', Journal of Social Psychology CX (1980), 203-10.