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Catalog for Helms Racial Identity Measures

- PRIAS
- WRIAS
- BRIAS

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People of Color Racial Identity Attitude Scale

The People of Color Racial Identity Attitude Scale (PRIAS) is 50-item paper-and-pencil, self-report measure used to assess self-conceptions of People of Color with respect to membership in their own racial group in contrast to how they react to White people.

The PRIAS measures four People of Color racial identity schemas (Conformity, Dissonance, Immersion/Resistance, and Internalization). "Schemas" refers to different strategies for interpreting and responding to one's own understandings of race.

Respondents use 5-point Likert scales (1=strongly disagree, 5=strongly agree) to indicate how well an item describes their own attitudes. Schemas that receive the highest scores are referred to as dominant statuses and used most frequently for interpreting racial stimuli in one's internal and external environment. Schemas that receive the lowest scores are referred to as recessive statuses

and are infrequently used for interpreting racial stimuli.

The People of Color Racial Identity Attitude Scale (PRIAS) assesses thoughts and feelings about oneself and members of one's racial group, as defined by society, relative to one's feelings about White people.

The measure is comprised of four scales: (a) **Conformity**, the first scale, measures denial or lack of awareness of personal relevance of societal racial dynamics; (b) **Dissonance**, the second scale, measures the confusion and disorientation that occur when racial dynamics are in the consciousness or awareness of individuals; (c) **Immersion/Resistance**, the third subscale measures physical and psychological withdrawing into one's own racial/ethnic group; and (d) **Internalization**, measures the integration of positive own-group racial identification with the capacity to realistically appreciate the positive aspects of Whites.

White Racial Identity Attitude Scale

The White Racial Identity Attitude Scale (WRIAS) is 60-item paper-and-pencil, self-report measure used to assess self-conceptions of White individuals with respect to membership in their own racial group in contrast to how they react to people of other racial groups.

The WRIAS measures six White racial identity schemas (Contact, Disintegration, Reintegration, Pseudo-Independence, Immersion-Emer-sion, and Autonomy).

“Schemas” refers to different strategies for interpreting and responding to one’s own understandings of race.

Each of the six schemas is assessed by 10-item scales. Respondents use 5-point Likert scales (1=strongly disagree, 5=strongly agree) to indicate how well an item describes their own attitudes.

Statuses that receive the highest scores are referred to as dominant statuses and used most frequently for interpreting racial stimuli in one’s internal and external environment. Statuses that receive the lowest scores are referred to as recessive statuses and are infre-

quently used for interpreting racial stimuli.

The first schema, **Contact**, pertains to naïveté and lack of awareness of the sociopolitical significance of racial-group membership, especially one’s own. **Disintegration** is the second schema and refers to confusion and self-disorientation with respect to one’s own Whiteness as well as ambivalent awareness of the implications of race for members of other racial groups. The third schema is **Reintegration**. This is the active and passive endorsement of White superiority and Black inferiority. **Pseudo-Independence** is the fourth schema and pertains to White liberalism characterized by an intellectualized acceptance of one’s Whiteness and quasi-recognition of the sociopolitical implications of racial differences. The fifth schema, **Immersion/Emer-sion** attitudes, references the pro-active and self-initiated development of a positive White identity. Autonomy is the last schema and pertains to active racial humanism expressed from a positive White, non-racist perspective.

Black Racial Identity Attitude Scale

The Black Racial Identity Attitude Scale (BRIAS) is 60-item paper-and-pencil, self-report measure used to assess self-conceptions of White individuals with respect to membership in their own racial group in contrast to how they react to people of other racial groups.

The BRIAS measures five Black racial identity schemas (Pre-Encounter [Conformity], Post-Encounter [Dissonance], Immersion, Emersion, and Internalization).

“Schemas” refers to different strategies for interpreting and responding to one’s own understandings of race. Respondents use 5-point Likert scales (1=strongly disagree, 5=strongly agree) to indicate how well an item describes their own attitudes.

Statuses that receive the highest scores are referred to as dominant statuses and used most frequently for interpreting racial stimuli in one’s internal and external environment. Statuses that receive the lowest scores are referred to as recessive statuses and are infrequently used for interpreting racial stimuli.

The Black Racial Identity Attitude Scale (BRIAS) measures the movement of Black people through five schemas of racial consciousness which consist of denial of Blackness and low self-regard to a stage of acceptance of Blackness.

The first status, **Pre-Encounter**, pertains to idealization of White people and White culture and denigration of Black people and Black culture.

Post-Encounter, the second status, describes the attitudes, behaviors, and emotions that follow from personally troubling or impacting racial events.

The third status, **Immersion**, pertains to psychological withdrawal into Black environments; the withdrawal is characterized by denigration of White people and White culture and idealization of Black people and experiences.

Emersion, the fourth status, refers to positive emotional and social bonding with Black people. The last status, **Internalization**, is a humanist orientation derived from a positive commitment to Black people and Black culture and a consequent valuing of the life experiences of other non-dominant groups.

Your order and payment for any or all of the measures indicates your agreement to the following terms and conditions.

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Payment for each of the Racial Identity Scales – the WRIAS, BRIAS or PRIAS – entitles the Payor to a one-time, non-exclusive license to administer, score and report on Licensee’s administration of the measures. Licensee must acquire multiple copies of the Scales as indicated herein if the Scale is to be administered to multiple subjects. The Scales may not be used for any purpose without proper payment. All subsequent administrations of the measures require a new order and payment. Licensee agrees to pay fees at the published rates for each administration conducted.

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Rate (BRIAS, WRIAS, PRIAS)			Quantity	Price	Total
1-24		\$12 each			
25-499		\$10.80 each			
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± Scoring Sheet		\$5 each			
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Expedited Shipping & Handling		\$20			
Amount Due					\$

Please make checks or money orders payable to: **Huenty Psychological Consulting LLC, PO Box 130, New Town MA 02456.**

May combine Scales to obtain quantity discounts.

* Special discount for post-graduate students using one of the Racial Identity Scales for master's or doctoral work. Price includes 10 copies of the Scale, one scoring sheet and permission to reproduce the scale up to 500 times.

± Purchase only one scoring sheet per type of Scale ordered. Scoring sheets are free when ordered with multiple copies of the Scale.