

DBA HUENTITY

Racial Identity Scales

**Catalog for
Racial Identity Measures**



Included

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Date: 2006-2007

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People of Color Racial Identity Attitude Scale **(PRIAS)**

DESCRIPTION

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, Revised **(WRIAS)**

DESCRIPTION

The 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-Emersion, 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.

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/Emersion attitudes*, references the proactive and self-initiated development of a positive White identity. *Autonomy* is the last schema and pertains to active racial humanism expressed from a posi-

***BLACK RACIAL INDENTITY ATTITUDE SCALE
(BRIAS)***

Description

The Black Social Racial Identity Attitude Scale (BRIAS) measures the movement of Black people through four schemas of racial consciousness which consist of denial of Blackness and low self-regard to a stage of acceptance of Blackness. The schemas that make up the subscales of the BRIAS are conformity, dissonance, immersion-emersion, and internalization.

To Order, send an email to:
helmsja@bc.edu



PRIAS

Racial identity measure for
People of Color.

Price: \$12.00 each
Order #: 2006-001
Scoring Sheet: \$5.00
Type: Scale



WRIAS

Racial identity measure for
European American

Price: \$12.00 each
Order #: 2006-002
Scoring Sheet: \$5.00
Type: Scale



BRIAS

Black People Racial Identity

Price: \$12.00 each
Order #: 2006-003
Scoring Sheet: \$5.00
Type: Scale

Please note: You only need to purchase one scoring sheet for every type of scale you are ordering.

***Special Discount for Doctoral Students using one of the Racial Identity scales for their dissertation; 10 copies of the scale, one scoring sheet, and permission to reproduce the scale up to 500 times—\$500.00**

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