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The Relationship between Fraternity Recruitment Experiences, Perceptions of Fraternity Life, and Self-Esteem

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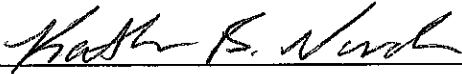
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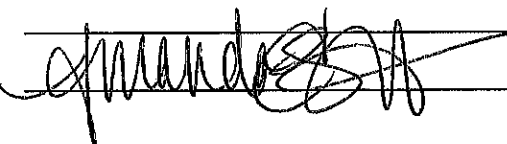
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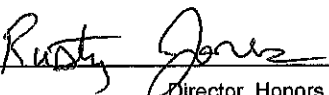
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**The Relationship between Fraternity Recruitment Experiences, Perceptions of
Fraternity Life, and Self-Esteem**

A Thesis

Presented to the Department of Sociology and Criminology

College of Liberal Arts and Sciences

and

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In Partial Fulfillment

of the Requirements for Graduation Honors

Kendall Mercedes Ladd

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ABSTRACT

Self-esteem on its own has been studied extensively, including as part of a study examining the effects of sorority recruitment on the self-esteem of the female participants (Chapman, Hirt, and Spruill, 2008). However, there is relatively little research on men's self-esteem and no studies examining the potential impact of the fraternity recruitment process on students' self-esteem. The present study examined this through a longitudinal study utilizing two surveys. The initial survey was completed the day before the fraternity recruitment process began to establish a baseline for 155 participants. The follow-up survey received a total of 99 responses from the original 155 participants. I hypothesized that a positive recruitment outcome (e.g., completing the recruitment process and receiving a bid from a fraternity) would increase students' self-esteem and positively affect perceptions of fraternity life and perceptions of fraternity recruitment compared to a negative recruitment outcome (e.g., not completing the recruitment process or not receiving a bid). Results showed no significant changes in self-esteem and some significant, positive changes in perceptions of fraternity life and perceptions of fraternity recruitment.

LITERATURE REVIEW

Individuals experience many opportunities and challenges in early adulthood that can affect their self-esteem (Chung et al., 2014). As a result, self-esteem on its own has been studied extensively within the academic literature (Brown, Dutton, and Cook, 2001; Lakey et al., 2014). Self-esteem is considered to be the "positive or negative feelings held by an individual about one's 'self'" (Lakey et al., 2014:563). Research has shown that self-esteem is correlated with factors that an individual finds motivating, including the

control an individual has over his or her own environment, lack of hopelessness, and optimism (Lyubomirsky, Tkach, and Dimatteo, 2006). Although past research has found few differences in self-esteem between men and women, a few differences have been found (Josephs et al., 1992). For men, high self-esteem is generally achieved when they are independent from others (Josephs, Tafari, and Markus, 1992). Women, on the other hand, are able to achieve high self-esteem when they have developed and maintained good connections and relationships with others (Josephs, Tafari, and Markus, 1992). Situational differences can also affect men's and women's self-esteem in different ways (Kling et al., 1999). For example, because women's self-esteem has been found to be dependent upon their relationships with others, women's self-esteem would be affected differently as a result of social rejection than men's self-esteem (Kling et al., 1999).

Self-esteem can be affected both positively and negatively, and it naturally changes depending on an individual's level of social acceptance and rejection in a specific social situation (Leary and Guadagno, 2004). As a result, individuals have a tendency to put themselves in situations that they believe will lead to their acceptance and overall success and not in situations that will lead to their failure and rejection (Crocker and Luhtanen, 2003). What these situations are can vary from individual to individual and also change over the course of an individual's life. Self-esteem is particularly vulnerable to the events that occur during emerging adulthood (i.e., age 18 to mid-20s; Chung et al., 2014). During this time, a majority of individuals are transitioning from high school to college, and college brings with it a multitude of other experiences (e.g., moving away from home, getting a new job or internship, etc.). Chung et al. (2014) found that self-esteem decreases significantly during the first semester of college and slowly

begins to increase starting at the end of the first year. They attribute these changes to the initial transition into college and subsequent adaptations to college life (Chung et al., 2014). For most students, transitioning into college includes joining different groups and organizations.

One organization that college students often choose to become involved in is Greek life. In order for the recruitment process associated with Greek life to work, an individual must act authentically, meaning they must behave and act like their true selves (Wenzel and Lucas-Thompson, 2012). By acting authentically, both men and women tend to have higher self-esteem because they are not acting like someone they are not (Deci and Ryan, 1995; Wenzel and Lucas-Thompson, 2012). Men and women also typically report similar levels of authenticity, meaning that in situations where they are acting authentically (e.g., fraternity or sorority recruitment) they will have higher self-esteem (Wenzel and Lucas-Thompson, 2012). Chapman et al. (2008) studied the effects of sorority recruitment on female participants' self-esteem. After administering Rosenberg's (1965) Self-Esteem Scale (RSES) before and after recruitment, they found that potential members who withdrew from the recruitment process had lower self-esteem at the end of the process in comparison to those who completed the recruitment process. Chapman et al. (2008) argue that these women may have experienced a drop in their self-esteem because they had high expectations of sorority life, and are thus disappointed when the recruitment process does not progress as they had anticipated.

Relatively little research examines the self-esteem of male college students and no studies examine the potential impact of the fraternity recruitment process on the self-esteem of men. Therefore, expanding on the work of Chapman et al. (2008), the present

study examines whether fraternity recruitment has a similar effect on the self-esteem of male participants. This study also expands on Chapman et al.'s (2008) earlier work by examining the relationship between different potential outcomes of the recruitment process (e.g., receiving a bid) and self-esteem, as well as other factors that may be affected by the recruitment process (e.g., desire to join a fraternity, number of friends participating in recruitment, and perceptions of fraternity life and fraternity recruitment). Individuals' perceptions of situations and others are particularly important because they allow individuals to determine the intentions of other people or groups as well as whether or not they will be able to act on these intentions (Fiske, Cuddy, and Glick, 2006). These perceptions likely play a vital role in the fraternity recruitment process.

Potential members who go through fraternity recruitment may change their behavior based on the perceptions that they have about the recruitment process as well as fraternity life. Individuals have different perceptions in all different kinds of situations that can be directed at both individuals and groups of people. However, when an individual thinks about a specific group of people of which they are not a part, the perceptions that result may differ depending on the specific group (Fiske et al. 2006). Individuals are thus able to adapt and change their behavior in certain situations depending on how they perceive the situation (Tajfel, 1981). For example, Jones and Nisbett (1972) found that individuals blame their behavior on their specific situation, whereas individual's own behavior is blamed on them by others who are observing them. Applying this to the present study may help to further our understanding of the consequences of the recruitment process for male students. The recruitment process provides individuals with additional information about fraternities and fraternity life

which could impact their perceptions. The potential members who receive bids, essentially go from observing fraternity life and the recruitment process from the outside, to being a part of it. Becoming a part of fraternity life gives individuals a different perspective when examining the behavior of other individuals who did not receive bids.

The number of friends that an individual already has either in a fraternity or participating in the fraternity recruitment process with them could also affect self-esteem within the recruitment context. However, there are specific conditions for how great of an effect this can have. The “law of diminishing returns” controls the extent to which there is an effect. This means that having friends in a specific group increases the chance that an individual will join, but eventually having additional friends in a group starts to have a smaller and smaller effect (Backstrom et al., 2006). The effect is also constrained by a fixed time window during which an individual is more likely to join the social group (Backstrom et al., 2006). Backstrom et al. (2006) suggest that the reason the number of friends in a group may influence an individual’s likelihood of joining is that it creates a sense of trust that he or she will have a great support system in that group. This factor could possibly influence who decides to participate in fraternity recruitment because men may be more likely to go through the recruitment process if more of their friends are going through it as well. It could subsequently affect who accepts or declines a bid based on the number of friends they have who either accept or decline a bid, or who do not receive a bid at all.

Finally, the prominence and salience of an individual’s identity could also play a role in the effect of fraternity recruitment on self-esteem along with how important individuals believe it is for them to join a fraternity (i.e., desire to join a fraternity).

Identity salience is the likelihood that an individual will invoke a specific identity in a social interaction with another person or persons (Brenner, Serpe, and Stryker, 2014). All identities that an individual has have a specific level of salience, meaning that they will all be ranked in a hierarchy (Brenner, Serpe, and Stryker, 2014). The identities with a higher salience are more likely to be invoked in more social interactions than those identities with lower salience (Brenner, Serpe, and Stryker, 2014). Identity prominence is slightly different than identity salience. Identity prominence is how important an identity is to the individual in defining himself or herself (Brenner, Serpe, and Stryker, 2014). Therefore, if an individual believes that one of his identities is that of a fraternity member, a higher fraternity identity salience will lead him to bring out that identity in more social interactions. A higher fraternity identity prominence will then lead him to believe that being a fraternity member is extremely important in defining who he is as a person. The current study examined the relationship between levels of fraternity identity salience, levels of fraternity identity prominence, and importance of joining a fraternity (all three of which will be referred to together as desire to join a fraternity) and changes in self-esteem and perceptions of fraternity life and recruitment.

Although the fraternity recruitment process is different from the sorority recruitment process, I hypothesize that (1) men who complete the recruitment process will have an increase in their self-esteem from when it was measured before the recruitment process to when it was measured after its completion, whereas men who withdraw from the recruitment process will have a decrease in their self-esteem (this hypothesis reflects the findings of Chapman et al., 2008). However, the current research expands upon this and I further hypothesize that (2) men who receive a bid from a

fraternity and men who accept a bid from a fraternity will have an increase in their self-esteem (from when it was measured before the recruitment process to when it was measured after its completion), with the opposite being true for men who do not receive a bid from a fraternity and for men who do not accept a bid. In terms of the impact of the recruitment process on perceptions, I hypothesize that (3) completing recruitment, receiving a bid, and accepting a bid will have a positive effect on participants' perceptions of recruitment and fraternity life compared to withdrawing from recruitment, not receiving a bid, and not accepting a bid. Finally, I hypothesize that (4) individuals will have an increase in self-esteem and perceptions of fraternity life and recruitment if they have more friends participating in the recruitment process compared to individuals who have fewer friends participating in the recruitment process. Furthermore, I hypothesize that (5) a greater desire to join a fraternity (i.e., more fraternity identity salience, more fraternity identity prominence, and believing it is more important to be a member of a fraternity) prior to the start of the recruitment process will lead to an increase in self-esteem and perceptions of fraternity life and recruitment compared to individuals who started with less desire to join a fraternity.

RESEARCH METHOD

Research Design and Participants

This study utilized a two-wave longitudinal design that involved two surveys: an initial survey (see Appendix A) and a follow-up survey (see Appendix B). The population of interest consisted of male, Butler University undergraduate students who were participating in formal fraternity recruitment before the start of the 2016 Spring semester. These two surveys were used to examine changes in the self-esteem of the male

participants as well as changes in their perceptions of fraternities and the recruitment process itself. An anonymous identifier was used on the two surveys in order to accurately match the results from the two surveys while still allowing the participants' responses to remain anonymous. In order to increase initial participation in the study and decrease attrition, an incentive was created in the form of a drawing. The students participating in recruitment were informed that if they completed the initial survey and the follow-up survey, they would be entered into a drawing for one of five \$15 Starbucks gift cards. This study was conducted after obtaining approval from the Institutional Review Board, and data were collected according to IRB ethical guidelines.

Initial survey. The initial survey, composed of 44 questions, was administered after the two fraternity recruitment orientation sessions held by the Interfraternity Council (IFC) on Wednesday, January 6, 2016. During these two meetings, an announcement was made about the opportunity to partake in this two-part study. Attendance at one of the two orientation sessions was required (although students who showed up late and did not attend either meeting were still able to participate in recruitment), therefore almost all of the students participating in the recruitment process were made aware of the study and had the opportunity to volunteer to participate. After each meeting, those who wished to participate were able to complete the initial survey at a table that was set up. The results from the initial survey provided a baseline for self-esteem, demographics, overall perceptions of fraternity recruitment, overall perceptions of fraternity life, fraternity identity salience, and fraternity identity prominence.

Participants who agreed to take part in the study were asked to read the study information sheet carefully and detach it from the survey. They were told that completing

the initial survey acted as their consent to participate in the study. A blank piece of paper was also attached to the survey. Participants were instructed to clearly write their Butler University email address on this paper so that the follow-up survey could be sent to them. They were then told to place this paper in a box, labeled "Email Addresses," on the table so that their email would not be connected to their survey responses. Finally, they were instructed to complete the survey, but to do so without writing their name anywhere on it. Instead, they completed an identifier that included the first three letters of their mother's maiden name, followed by the first three letters of their middle name, and finally the first three letters of their birth month. Once the participants completed their surveys, they were instructed to place it in a box, labeled "Surveys," located on the table. Completion of this survey took approximately 5-10 minutes. In total, 200 male, undergraduate students participated in the recruitment process, however only 180 attended the two information sessions on January 6. Out of these 180 individuals, 155 voluntarily chose to participate in this study by completing the initial survey, creating a response rate of 86.11%. All participants were between the ages of 18 and 21. On average, participants spent 5.58 hours with fraternity members in a typical week with more than 50% often or very often attending official fraternity events and fraternity parties. Finally, participants had, on average, 11.26 friends participating in fraternity recruitment. Other demographic information can be seen in Table 1.

Follow-up survey. One week after the completion of the recruitment process (January 17, 2016), each participant who completed the initial survey received an email with a link to the online follow-up survey. The follow-up survey, composed of 43 questions, was created and administered through Survey Monkey. The first page of the

survey was the study information sheet. Participants were again asked to read it carefully as this sheet explained the purpose and procedures of the study. This information sheet was slightly different than the information sheet for the initial survey. The participants were also asked to provide the exact same identifier that they had given on their initial survey. The identifier was used to match the participant's responses from the follow-up survey to their responses from the initial survey. This survey also took approximately 5-10 minutes to complete.

After the follow-up survey was initially emailed to participants, 71 participants completed it, or 49.68% of the initial sample. Three emails reminding the participants to complete the follow-up survey were subsequently sent over the following three weeks. After these three emails were sent out, only 99 participants completed the follow-up survey out of the 155 participants who completed the initial survey (63.87% of the initial sample). However, only 95 of these participants completed the entire follow-up survey. If participants completed the initial survey, but did not complete the follow-up survey, their data were still kept. All participants were between the ages of 18 and 21, all other demographic information can be seen in Table 1. Four of the participants who began the follow-up survey did not provide answers to the questions regarding age, class standing, race/ethnicity, and recruitment outcome. On average, the participants who completed the follow-up survey had about 12.52 friends who participated in the recruitment process. Of their friends who participated in recruitment, participants had, on average, 0.58 friends withdraw from the recruitment process, 9.51 receive and accept a bid, .78 receive and decline a bid, and 2.50 not receive a bid.

Table 1. Participant Demographics

	Initial Survey (n = 155)	Follow-Up Survey (n = 99)
Class Standing		
Freshmen	81.9% (n = 127)	85.9% (n = 85)
Sophomores	13.5% (n = 21)	10.1% (n = 10)
Juniors	0% (n = 0)	0% (n = 0)
Seniors	0% (n = 0)	0% (n = 0)
No response	4.5% (n = 7)	4% (n = 4)
Race/Ethnicity		
White/Caucasian	84.5% (n = 131)	84.8% (n = 84)
Black/African American	1.3% (n = 2)	1% (n = 1)
Hispanic/Latino	1.9% (n = 3)	2% (n = 2)
Asian	2.6% (n = 4)	1% (n = 1)
White/Caucasian and Black/African American	2.6% (n = 4)	3% (n = 3)
White/Caucasian and Hispanic/Latino	1.3% (n = 2)	3% (n = 3)
White/Caucasian and Alaska Native/American Indian	0.6% (n = 1)	1% (n = 1)
Mediterranean	0.6% (n = 1)	0% (n = 0)
No response	4.5% (n = 7)	4% (n = 4)
Recruitment Outcome		
Withdrew	N/A	3% (n = 3)
Received a Bid	N/A	74.7% (n = 74)
Bid from 1 st Choice Fraternity	N/A	71.7% (n = 71)
Bid from 2 nd Choice Fraternity	N/A	3% (n = 3)
Did Not Receive a Bid	N/A	18.2% (n = 18)
Accepted a Bid	N/A	74.7% (n = 74)

Measures

Recruitment outcome and desire to join a fraternity served as the independent variables in the study. Desire to join a fraternity was measured on both surveys, but recruitment outcome was measured only on the follow-up survey. The dependent variables included changes in perceptions of fraternity life, perceptions of fraternity recruitment, and self-esteem, and they were measured on both surveys. Demographic questions were included on both surveys to act as a second identifier to match participants' first and second surveys.

Recruitment outcome. Three indicators of recruitment outcome were used in this study: whether the participant completed the recruitment process or withdrew from recruitment, whether the participant received a bid or did not receive a bid, and personal ranking of the house from which the participant received a bid (e.g., first choice, second choice, etc.). These questions were open-ended and included questions such as: "Did you receive a bid from a fraternity?" "Did you accept this bid?" "How many of your friends went through recruitment?"

Desire to join a fraternity. Desire to join a fraternity was measured using three categories of questions. The first category had three questions focused on the importance of being in a fraternity (e.g., "How important is it to you that you join the fraternity that is your first choice?"), scored using a 4-point Likert response scale ranging from "not at all important" to "very important." This scale was created specifically for this study by adding up participant responses to each individual item, resulting in total possible scores ranging from three to 12. The second category had four questions focused on the salience of a fraternity life identity (e.g., "Please indicate how certain you believe you would be to

mention your desire to be a member of a Fraternity when meeting a person in each of the following categories for the first time”). These four questions were adapted from questions used in a study by Brenner, Serpe, and Stryker (2014), and were scored using an 11-point Likert response scale ranging from “certain I would not” to “certain I would.” These individual items were summed to create a total score reflecting the salience of the fraternity identity. Possible scores ranged from zero to 40. Finally, the third category had three questions focused on the prominence of a fraternity member identity (e.g., “Becoming a member of a Fraternity will be an important reflection of who I am”). These three questions were also adapted from questions used in the same study by Brenner, Serpe, and Stryker (2014), and were scored using a 4-point Likert response scale ranging from “strongly disagree” to “strongly agree.” The total score for these items was determined by summing the individual items, resulting in a total possible score from three to 12.

Self-esteem. Self-esteem was the first dependent variable and was measured on both the initial survey and the follow-up survey using Rosenberg’s (1965) Self-Esteem Scale (RSES). RSES (1965) was used in the research done by Chapman et al. (2008) as well as in many other studies (Brown et al. 2001; Chung et al. 2014; Lakey et al. 2014; Wenzel and Lucas-Thompson, 2012) to measure self-esteem. It is also considered to be a very reliable and valid measure of self-esteem (Blascovich and Tomaka, 1991; Chapman et al. 2008). RSES (1965) includes 10 questions (e.g., “I feel that I am a person of worth, at least on an equal basis with others”) and used a 4-point Likert response scale, ranging from “strongly disagree” to “strongly agree.” The total score was determined by summing the individual items, resulting in a total possible score between 10 and 40.

Finally, change in self-esteem was measured by subtracting the initial self-esteem score from the follow-up score.

Perceptions of fraternity life. Perceptions of fraternity life acted as the second dependent variable. This variable was measured using four questions which were variations of Cokley et al.'s (2001) Survey of Attitudes About Fraternities and Sororities (SAAFS; e.g., "Fraternities are elite organizations."). All four questions used a 4-point Likert response scale, ranging from "strongly disagree" to "strongly agree." Individual item scores were summed, allowing for a total possible score between four and 16. Change in perceptions of fraternity life was also examined by subtracting the initial score from the follow-up score.

Perceptions of fraternity recruitment. Perceptions of fraternity recruitment was the third and final dependent variable. A total of 13 questions pertained to fraternity recruitment, however these questions were further divided into three sub-categories. The first of these sub-categories was purpose of recruitment (e.g., "The recruitment process used to join a fraternity should not be taken too seriously"), which contained seven questions. The total possible score was between seven and 28, which was determined by summing the individual responses. The second sub-category was impact of recruitment (e.g., "Recruitment should be a positive experience"), which contained two questions. This allowed for a total possible score to be between two and eight, which was determined by summing the individual scores. Finally, the third sub-category was recruitment difficulty (e.g., "It should be difficult to receive a bid from a fraternity"), which contained four questions. The total possible score was determined by summing the individual responses, with a total possible score between four and 16. These 13 questions

were all variations of other questions from the SAAFS (2001). All 13 questions used a 4-point Likert response scale, ranging from “strongly disagree” to “strongly agree.” Change in perceptions of fraternity recruitment was measured by subtracting the initial perceptions of fraternity recruitment score from the follow-up score.

RESULTS

The 95 participants who completed the entire follow-up survey were very similar in terms of their recruitment outcomes. Out of these 95 participants, 96.84% completed the recruitment process, 77.89% received and accepted a bid from a fraternity, 18.95% did not receive a bid from a fraternity, and only 3.16% withdrew from the recruitment process. Finally, 95.95% of participants who received a bid, received a bid from the fraternity that was their first choice, whereas the other 4.05% received a bid from the fraternity that was their second choice. Eleven participants who completed the follow-up survey self-identified as a race/ethnicity other than White/Caucasian. Only one of these participants withdrew from the recruitment process, nine of these participants completed the recruitment process and received a bid from a fraternity, and one participant completed the recruitment process and did not receive a bid from a fraternity.

In order to better understand the sample as a whole from the initial survey to the follow-up survey, descriptive statistics for all variables were examined (see Table 2). Across all participants who completed both the initial survey and follow-up survey, self-esteem was very high, with average scores of about 32 and 33 out of a total score of 40 possible. Participants also had very positive perceptions of fraternity life both before and after recruitment, with average scores of about 10 and 11 out of 16.

Generally, participants had positive attitudes towards the idea of recruitment, as indicated by the purpose of recruitment scores. These scores averaged at about 21 and 22 out of 28, meaning that participants generally believe that there should be a recruitment process that is required for individuals who want to join a fraternity. Participants also overwhelmingly believed that recruitment should have a positive impact, meaning the recruitment process should be beneficial for the individuals who participate in it. These scores averaged at about 7 out of 8 for both surveys. Recruitment difficulty was the only dependent variable that had very neutral results, with participants' scores averaging around 9 for both surveys out of a possible score of 16. Therefore, participants do not strongly believe that recruitment should be a very difficult process. Importance of being a fraternity member was also examined along with fraternity identity salience and fraternity identity prominence. Overall, participants did not strongly believe that it was important for them to become a member of a fraternity (total score out of 12), nor did they have strong fraternity identity salience (total score out of 40) or fraternity identity prominence (total score out of 12).

Table 2. Mean Participant Scores on Key Study Variables in Initial and Follow-Up Surveys

Variable	<i>M</i>	<i>SD</i>	<i>N</i>
Self-Esteem			
Initial Survey	33.01	4.94	155
Follow-Up Survey	32.53	5.12	95
Perceptions of Fraternity Life			
Initial Survey	10.74	1.71	153
Follow-Up Survey	11.14	1.99	97
Purpose of Recruitment			
Initial Survey	21.37	2.91	155
Follow-Up Survey	21.93	3.20	95
Impact of Recruitment			
Initial Survey	7.18	1.16	153
Follow-Up Survey	7.44	.80	95
Recruitment Difficulty			
Initial Survey	8.77	1.95	155
Follow-Up Survey	8.93	2.14	97
Importance of Being a Fraternity Member			
Initial Survey	7.84	1.96	155
Follow-Up Survey	8.36	1.99	99
Fraternity Identity Salience			
Initial Survey	22.32	7.81	155
Follow-Up Survey	22.49	7.50	98
Fraternity Identity Prominence			
Initial Survey	8.29	1.57	153
Follow-Up Survey	8.58	2.19	97

There were four significant correlations between the dependent variables. First, there was a significant, positive correlation between change in perceptions of fraternity life and change in prominence of a fraternity member identity ($r = .304, p = .003$). This indicates that individuals who had positive changes in how they perceived fraternity life

also tended to have an increase in their fraternity member identity prominence. This also indicates that individuals who had negative changes in their perceptions of fraternity life tended to have a decrease in their fraternity member identity prominence. Second, there was a significant, positive correlation between change in perceptions of fraternity life and change in beliefs about the purpose of recruitment ($r = .279, p = .007$). Therefore, individuals who had positive changes in their perceptions of fraternity life typically had positive changes in their attitudes about recruitment, and the opposite was true for individuals who had negative changes in their perceptions of fraternity life. Third, there was a significant, positive correlation between change in beliefs about recruitment difficulty and change in beliefs about the purpose of recruitment ($r = .428, p = .000$). This means that individuals who believed that recruitment should be more difficult in the follow-up survey compared to the initial survey also tended to have positive changes in their attitudes about recruitment. Finally, there was a significant, positive correlation between change in self-esteem and change in beliefs about the purpose of recruitment ($r = .224, p = .029$). Therefore, as self-esteem increased from the initial survey to the follow-up survey, ideas about recruitment typically became more positive as well.

Based on the key independent variables in the study, all of the dependent variables were further examined in terms of how they changed from the initial survey to the follow-up survey. In order to conduct bivariate analyses between the dependent variable and the components of desire to join a fraternity, importance of being a member of a fraternity ($M = 7.84$), fraternity identity salience ($M = 22.32$), fraternity identity prominence ($M = 8.29$), and number of friends participating in recruitment ($M = 12.52$) were divided at the mean and split into having more of each, versus less of each. All of

these averages were from the initial survey scores, with the exception of the number of friends participating in recruitment, which was taken from the follow-up survey. Normal rounding practices were used in order to determine a whole number that would serve as a general average. Therefore, I examined participants who thought it was more important to be a member of a fraternity (>8), less important to be a member of a fraternity (<8), participants who had more fraternity identity salience (>22), versus less fraternity identity salience (<22), more fraternity identity prominence (>8), less fraternity identity prominence (<8), more friends participating in recruitment (>12), and finally fewer friends participating in recruitment (<12).

Self-Esteem

The first two research questions address change in self-esteem in terms of its relationship to desire to join a fraternity (i.e., important of being in a fraternity, salience of a fraternity member identity, and prominence of a fraternity member identity) and recruitment outcome (i.e., completing or withdrawing from the recruitment process, receiving or not receiving a bid, and accepting or not accepting a bid). Change in self-esteem was calculated by taking the sum of each participant's ten RSES (1965) questions, and subtracting each participant's initial RSES (1965) score from their follow-up score. Change in self-esteem was not significantly correlated with completion of the recruitment process, receiving a bid, the rank of the fraternity an individual received a bid from, accepting a bid, or how many of an individual's friends participated in recruitment, withdrew from recruitment, received and accepted a bid, received and declined a bid, did not receive a bid, follow-up/change importance of being in a fraternity, follow-up/change

salience of a fraternity member identity, or follow-up/change prominence of a fraternity member identity.

Paired samples *t*-tests (see Table 3) were used in order to determine any significant changes in participant's self-esteem changed from the initial survey to the follow-up survey in terms of each of our independent variables. These tests showed that there were two significant changes in self-esteem from the initial survey to the follow-up survey. There was a significant negative change for individuals who had less fraternity identity salience, and there was a significant positive change for individuals who had more fraternity identity prominence. A negative change in self-esteem was also approaching significance in terms of the overall recruitment experience (looking at all independent variables simultaneously), but it was not quite significant. I hypothesized that men who completed the recruitment process, received a bid from a fraternity, and accepted a bid from a fraternity would have an increase in their self-esteem compared to men who withdrew from the recruitment process, did not receive a bid from a fraternity, and did not accept a bid. The results of these paired samples *t*-tests do not support these hypotheses because almost all results were not significant, and all changes in self-esteem were negative, the opposite of what was expected.

Independent samples *t*-tests were then conducted (see Table 4) in order to determine if there were significant differences between participant's self-esteem from the initial survey to the follow-up survey for individuals with different recruitment outcomes. The tests were conducted and equal variances were assumed, however change in self-esteem was not found to be significantly different for individuals who completed or withdrew from the recruitment process, for those who received a bid or did not receive a

bid, or for those who accepted the bid they were extended or individuals who did not receive a bid (there were no individuals who declined a bid that they were offered).

Table 3. Paired Samples *t*-tests for Change in Self-Esteem

Variable	<i>M</i>	SD	<i>t</i>	df	Sig.
Overall Recruitment Experience	-.78	5.08	-1.963	94	.053
Withdrew from Recruitment	-1.00	4.00	-.433	2	.707
Completing Recruitment	-.77	3.89	-1.905	94	.060
Not Receiving a Bid	-.39	2.62	-.631	17	.537
Receiving and Accepting a Bid	-.86	4.15	-1.795	73	.077
Receiving a Bid from a First Choice Fraternity	-.87	4.23	-1.746	70	.085
Receiving a Bid from a Second Choice Fraternity	-.67	2.31	-.500	2	.667
Believing it is More Important to Join a Fraternity	-.93	4.07	-1.556	45	.127
Believing it is Less Important to Join a Fraternity	-.31	3.50	-.449	25	.657
More Identity Salience	-.67	4.81	-1.009	51	.318
Less Identity Salience	-.78	2.21	-2.215	39	.033
More Identity Prominence	1.24	4.42	-2.075	54	.043
Less Identity Prominence	-.17	3.07	-.297	29	.769
More Friends Participating in Recruitment	1.06	3.50	-1.717	31	.096
Fewer Friends Participating in Recruitment	-.62	4.15	-1.151	59	.254

Table 4. Independent Samples *t*-tests for Change in Self-Esteem

Variable	N	M	SD	<i>t</i>	df	Sig.
Did you complete or withdraw from the recruitment process?				-.164	89	.870
Withdraw	3	-1.00	4.00			
Completed	88	-.63	3.90			
Did you receive a bid from a fraternity?				.286	86	.775
No	18	-.39	2.62			
Yes	70	-.69	4.18			
Did you accept this bid?				.286	86	.775
Did not receive a bid	18	-.39	2.62			
Yes	70	-.69	4.18			

Perceptions of Fraternity Life

Change in perceptions of fraternity life was calculated by taking the sum of each participant's four SAAFS (2001) questions, and subtracting each participant's initial perceptions score from their follow-up score. There were significant negative correlations between change in perceptions of fraternity life and completion of the recruitment process ($r = -.266, p = .010$), receiving a bid ($r = -.341, p = .001$), rank of the fraternity ($r = -.322, p = .002$), accepting a bid ($r = -.341, p = .001$), follow-up importance of being in a fraternity ($r = -.334, p = .001$), and follow-up prominence of a fraternity member identity ($r = -.252, p = .014$). Therefore, increased perceptions of fraternity life (i.e., more positive perceptions) would likely be seen with individuals who withdrew from the recruitment process, who did not receive a bid from a fraternity or received a bid from a fraternity that was not their first choice, who had decreasing follow-up importance of

being in a fraternity, and who had a decreasing follow-up prominence of a fraternity member identity. Change in perceptions of fraternity life was also approaching a significant, negative correlation with change in importance of being in a fraternity ($r = -.201, p = .051$). Finally, there was also a significant, positive correlation between change in perceptions of fraternity life and change in prominence of a fraternity member identity ($r = .304, p = .003$). This means that participants who have increases in their self-esteem from the initial survey to the follow-up survey are more likely to use fraternity member identity when defining themselves.

Paired samples *t*-tests (see Table 5) were used in order to determine how perceptions of fraternity life changed from the initial survey to the follow-up survey in terms of each of our independent variables. Results showed almost all significant results for changes in perceptions of fraternity life. Positive changes in perceptions of fraternity life were significant in terms of individuals' overall recruitment experience, for those who completed recruitment, received and accepted a bid, completing recruitment, receiving and accepting a bid, receiving a bid from a first choice fraternity, and believing it is more important to join a fraternity. These results support the third hypothesis that completing recruitment, receiving a bid, and accepting a bid will have a positive effect on participants' perceptions of recruitment and fraternity life compared to withdrawing from recruitment, not receiving a bid, and not accepting a bid.

Independent samples *t*-tests (see Table 6) were conducted in terms of change in perceptions of fraternity life with equal variances assumed. These tests were used in order to determine if there were significant differences between changes in perceptions of fraternity life from the initial survey to the follow-up survey for individuals with different

recruitment outcomes. Change in perceptions of fraternity life was found to be significantly higher for individuals who completed the recruitment process compared to individuals who withdrew from the recruitment process. An increase in changes in perceptions of fraternity life was also found to be approaching significance for individuals who received a bid from a fraternity compared to the decrease in these perceptions for individuals who did not receive a bid from a fraternity. The same is true for individuals who accepted the bid from a fraternity compared to individuals who did not receive a bid.

Table 5. Paired Samples *t*-tests for Changes in Perceptions of Fraternity Life

Variable	<i>M</i>	<i>SD</i>	<i>t</i>	<i>df</i>	<i>Sig.</i>
Overall Recruitment Experience	.53	1.79	2.319	94	.023
Withdrew from Recruitment	2.67	2.52	-1.835	2	.208
Completing Recruitment	.59	2.10	2.682	94	.009
Receiving and Accepting a Bid	.94	1.89	4.236	72	.000
Not Receiving a Bid	-.88	2.37	-1.536	16	.144
Receiving a Bid from a First Choice Fraternity	.94	1.91	4.127	70	.000
Receiving a Bid from a Second Choice Fraternity	1.00	1.41	1.000	1	.500
Believing it is More Important to Join a Fraternity	.78	2.21	2.413	46	.020
Believing it is Less Important to Join a Fraternity	-.79	2.38	-1.632	23	.116
More Identity Saliency	.68	2.10	2.354	52	.022
Less Identity Saliency	.29	2.36	.780	38	.440
More Identity Prominence	.95	1.90	3.725	55	.000
Less Identity Prominence	-.29	3.07	-.297	29	.769
More Friends Participating in Recruitment	.65	1.92	1.867	30	.072
Fewer Friends Participating in Recruitment	.47	2.26	1.584	58	.119

Table 6. Independent Samples *t*-tests for Change in Perceptions of Fraternity Life

Variable	N	<i>M</i>	SD	<i>t</i>	df	Sig.
Did you complete or withdraw from the recruitment process?				-2.385	88	.019
Withdrawn	3	-2.67	2.52			
Completed	87	.71	2.41			
Did you receive a bid from a fraternity?				-1.866	85	.065
No	18	-.22	3.62			
Yes	69	.95	1.94			
Did you accept this bid?				-1.866	85	.065
Did not receive a bid	18	-.22	3.62			
Yes	69	.95	1.94			

Purpose of Recruitment

Change in the beliefs about the purpose of recruitment was calculated by taking the sum of each participant's seven SAAFS (2001) questions, and subtracting each participant's initial purpose of recruitment score from their follow-up score. There were significant negative correlations between change in the beliefs of the purpose of recruitment and receiving a bid ($r = -.371, p = .000$), the rank of the fraternity from which an individual received a bid ($r = -.367, p = .000$), accepting a bid ($r = -.371, p = .000$), and the follow-up importance of being in a fraternity ($r = -.208, p = .043$). This suggests that as the change in the beliefs of the purpose of recruitment increase (i.e., as these beliefs become more positive), individuals will be more likely to not receive a bid from a fraternity or receive a bid from a fraternity that is not their first choice and have a lower follow-up importance of being in a fraternity score. There were also significant, positive correlations between change in the beliefs about the purpose of recruitment and change in salience of a fraternity member identity ($r = .267, p = .009$), and change in beliefs about

the purpose of recruitment and change in prominence of a fraternity member identity ($r = .314, p = .002$).

Paired samples t -tests (see Table 7) were used in order to determine how beliefs about the purpose of recruitment changed from the initial survey to the follow-up survey in terms of each of our independent variables. Results showed significant changes in participants' beliefs about the purpose of recruitment when they received and accepted a bid, received a bid from their first choice fraternity, and had more identity prominence. These three changes were all positive, so participants had significantly more positive attitudes towards the idea of recruitment if they experienced any of these three outcomes. These results partially support the third and fifth hypotheses which state that completing recruitment, receiving a bid, and accepting a bid will have a positive effect on participants' perceptions of recruitment and fraternity life compared to withdrawing from recruitment, not receiving a bid, and not accepting a bid and a greater desire to join a fraternity prior to the start of the recruitment process will lead to an increase in self-esteem and perceptions of fraternity life and recruitment compared to individuals who started with less desire to join a fraternity.

The independent samples t -tests (see Table 8) were conducted with equal variances not assumed for all factors except completion of the recruitment process. These tests were used in order to determine if there were significant differences between changes in beliefs about the purpose of recruitment from the initial survey to the follow-up survey for individuals with different recruitment outcomes. This was found to be significantly different for individuals who received a bid compared to individuals (increase) who did not receive a bid (no change); it was significantly different for

individuals who received a bid from their first choice fraternity (increase) compared to individuals who did not receive a bid (decrease), and for individuals who accepted the bid, they were extended (increase) compared to individuals who did not receive a bid (decrease).

Table 7. Paired Samples *t*-tests for Changes in Beliefs of the Purpose of Recruitment

Variable	<i>M</i>	<i>SD</i>	<i>t</i>	<i>df</i>	<i>Sig.</i>
Overall Recruitment Experience	.57	3.02	1.706	94	.091
Withdrew from Recruitment	.00	4.36	.000	2	1.000
Completing Recruitment	.59	3.23	1.740	94	.085
Not Receiving a Bid	-1.83	4.36	-1.786	17	.092
Receiving and Accepting a Bid	1.18	2.61	3.869	73	.000
Receiving a Bid from a First Choice Fraternity	1.13	2.45	3.877	70	.000
Receiving a Bid from a Second Choice Fraternity	2.33	6.11	.661	2	.576
Believing it is More Important to Join a Fraternity	.85	3.20	1.799	45	.079
Believing it is Less Important to Join a Fraternity	-.38	4.33	-.453	25	.654
More Identity Salience	.60	3.33	1.290	51	.203
Less Identity Salience	.55	3.25	1.070	39	.291
More Identity Prominence	.91	3.11	2.167	54	.035
Less Identity Prominence	.03	3.68	.050	29	.961
More Friends Participating in Recruitment	.84	3.03	1.576	31	.125
Fewer Friends Participating in Recruitment	.47	3.42	1.058	59	.294

Table 8. Independent Samples *t*-tests for Change in the Beliefs of the Purpose of Recruitment

Variable	N	<i>M</i>	SD	<i>t</i>	df	Sig.
Did you complete or withdraw from the recruitment process?				-.263	89	.793
Withdraw	3	.00	4.36			
Completed	88	.51	3.28			
Did you receive a bid from a fraternity?				-2.742	20.377	.012
No	18	-1.83	4.36			
Yes	70	1.11	2.66			
Did you accept this bid?				-2.742	20.377	.012
Did not receive a bid	18	-1.83	4.36			
Yes	70	1.11	2.66			

Impact of Recruitment

Change in the beliefs about the impact of recruitment was calculated by taking the sum of each participant’s two SAAFS (2001) questions, and subtracting each participant’s initial impact of recruitment score from their follow-up score. Change in impact of recruitment was not significantly correlated with completion of the recruitment process, receiving a bid, the rank of the fraternity an individual received a bid from, accepting a bid, or how many of an individual’s friends participated in recruitment, withdrew from recruitment, received and accepted a bid, received and declined a bid, or did not receive a bid.

Paired samples *t*-tests (see Table 9) were used in order to determine how beliefs about the impact of recruitment changed from the initial survey to the follow-up survey in terms of each of our independent variables. However, these tests show no significant results and therefore do not support any of the original hypotheses.

Multiple independent samples *t*-tests (see Table 10) were conducted in order to determine if there were significant differences between changes in beliefs about the impact of recruitment from the initial survey to the follow-up survey for individuals with different recruitment outcomes. Change in the beliefs about the impact of recruitment with equal variances not assumed for all factors except completion of the recruitment process also did not show any significant results.

Table 9. Paired Samples *t*-tests for Changes in Beliefs of the Impact of Recruitment

Variable	<i>M</i>	<i>SD</i>	<i>t</i>	<i>df</i>	<i>Sig.</i>
Overall Recruitment Experience	-.05	.79	-.575	92	.567
Withdrew from Recruitment	.67	.58	2.000	2	.184
Completing Recruitment	-.08	.90	-.818	92	.416
Not Receiving a Bid	-.41	1.06	-1.595	16	.130
Receiving and Accepting a Bid	.00	.85	.000	72	1.000
Receiving a Bid from a First Choice Fraternity	.00	.86	.000	70	1.000
Receiving a Bid from a Second Choice Fraternity	N/A	N/A	N/A	N/A	N/A
Believing it is More Important to Join a Fraternity	-.11	.80	-.927	45	.359
Believing it is Less Important to Join a Fraternity	.00	1.02	.000	23	1.000
More Identity Saliency	-.04	.82	-.340	51	.735
Less Identity Saliency	-.08	1.05	-.464	37	.646
More Identity Prominence	-.11	.88	-.925	54	.359
Less Identity Prominence	.07	.90	.420	27	.678
More Friends Participating in Recruitment	-.03	.84	-.215	30	.831
Fewer Friends Participating in Recruitment	-.03	.93	-.281	58	.780

Note: The standard error of the difference is 0 when individuals received a bid from a second choice fraternity, therefore the paired samples *t*-test could not be completed.

Table 10. Independent Samples *t*-tests for Change in the Beliefs of the Impact of Recruitment

Variable	N	M	SD	<i>t</i>	df	Sig.
Did you complete or withdraw from the recruitment process?				.964	88	.338
Withdrawn	3	.67	.58			
Completed	87	-.02	1.23			
Did you receive a bid from a fraternity?				.185	18.186	.855
No	18	.06	2.24			
Yes	69	-.04	.81			
Did you accept this bid?				.185	18.186	.855
Did not receive a bid	18	.06	2.24			
Yes	69	-.04	.81			

Recruitment Difficulty

Finally, change in the beliefs about recruitment difficulty was calculated by taking the sum of each participant's four SAAFS (2001) questions, and subtracting each participant's initial recruitment difficulty score from their follow-up score. However, these beliefs were not significantly correlated with any of the independent variables.

Paired samples *t*-tests (see Table 11) were used in order to determine how beliefs about recruitment difficulty changed from the initial survey to the follow-up survey in terms of each of our independent variables. These tests on the other hand did show some significant results. Beliefs about recruitment changed significantly from the initial survey to the follow-up survey for individuals who completed recruitment, for individuals who received and accepted a bid, for those who received a bid from the fraternity that was their first choice, and for participants who had fewer friends that were also participating in recruitment. All of these changes were positive as well, meaning that participants believed that the recruitment process should be difficult. These results also only partially

support the original hypotheses. The third hypothesis stating completing recruitment, receiving a bid, and accepting a bid will have a positive effect on participants' perceptions of recruitment and fraternity life compared to withdrawing from recruitment, not receiving a bid, and not accepting a bid was supported by these results. However, the fourth hypothesis which stated that individuals will have an increase in self-esteem and perceptions of fraternity life and recruitment if they have more friends participating in the recruitment process compared to individuals who have fewer friends participating in the recruitment process was not supported. In fact, the opposite result was found with fewer friends resulting in a positive change in beliefs about recruitment difficulty.

Independent samples *t*-tests (see Table 12) were conducted in order to determine if there were significant differences between changes in beliefs about recruitment difficulty from the initial survey to the follow-up survey for individuals with different recruitment outcomes. Equal variances were assumed in the independent samples *t*-tests that were conducted in terms of change in the beliefs about recruitment difficulty. However, there were no significant differences in regards to change in these beliefs.

Table 11. Paired Samples *t*-tests for Change in Beliefs about Recruitment Difficulty

Variable	<i>M</i>	<i>SD</i>	<i>t</i>	<i>df</i>	<i>Sig.</i>
Overall Recruitment Experience	.40	2.03	1.862	96	.066
Withdrew from Recruitment	.33	1.53	.378	2	.742
Completing Recruitment	.55	1.88	2.805	96	.006
Not Receiving a Bid	.11	2.14	.220	17	.828
Receiving and Accepting a Bid	.66	1.81	3.119	73	.003
Receiving a Bid from a First Choice Fraternity	.61	1.76	2.935	70	.005
Receiving a Bid from a Second Choice Fraternity	1.67	3.06	.945	2	.444
Believing it is More Important to Join a Fraternity	.50	2.15	1.591	46	.118
Believing it is Less Important to Join a Fraternity	.58	2.23	1.319	25	.199
More Identity Saliency	.26	1.90	1.011	52	.317
Less Identity Saliency	.62	2.33	1.708	40	.095
More Identity Prominence	.38	1.91	1.467	55	.148
Less Identity Prominence	.53	2.47	1.198	30	.240
More Friends Participating in Recruitment	.44	1.85	1.339	31	.190
Fewer Friends Participating in Recruitment	.54	1.83	2.298	59	.025

Table 12. Independent Samples *t*-tests for Change in Beliefs about Recruitment Difficulty

Variable	N	M	SD	<i>t</i>	df	Sig.
Did you complete or withdraw from the recruitment process?				-.177	89	.860
Withdraw	3	.33	1.53			
Completed	88	.53	1.89			
Did you receive a bid from a fraternity?				-1.053	86	.295
No	18	.11	2.14			
Yes	70	.64	1.82			
Did you accept this bid?				-1.053	86	.295
Did not receive a bid	18	.11	2.14			
Yes	70	.64	1.82			

DISCUSSION

The current study was the first to examine how the fraternity recruitment process, and other factors associated with it, affect the self-esteem of the participants, their perceptions of fraternity life, and their perceptions of the fraternity recruitment process. This study did so by expanding upon the research of Chapman et al. (2008), examining factors such as whether the participants completed the recruitment process, whether they received a bid, the rank of the fraternity from which they received a bid, and how many friends participants had who were also participating in recruitment.

The results of this study did not replicate the findings of Chapman et al. (2008), and thus did not support the first hypothesis. This may be due to the fact that the recruitment process for fraternities and sororities are different and therefore produce different changes in self-esteem. Only two significant changes in self-esteem were found in this study. Change in self-esteem approached significance in terms of the effect of the overall recruitment experience, however this change was negative. This, along with other

non-significant, negative changes in self-esteem in terms of other recruitment outcome variables (e.g., completing recruitment, receiving and accepting a bid, receiving a bid from a first choice fraternity, etc.) are opposite of what was expected. These findings were the most surprising because, based on Chapman et al.'s (2008) findings, I predicted that a positive recruitment outcome would lead to a positive change in self-esteem.

There was a significant increase in self-esteem for individuals who believed that being a member of a fraternity was important in defining them as a person, and a decrease in self-esteem for individuals who were less likely to use their fraternity member identity in a variety of different situations. Change in self-esteem was positively correlated with change in participants' beliefs about the purpose of recruitment. This was expected because as individuals come to have more positive views of the recruitment process, self-esteem would increase as well.

Cokley et al. (2001) found that Greek members had, on average, more positive perceptions of Greek organizations than individuals who were not a part of the Greek system. Participants in this study consistently had significant positive changes in their perceptions of fraternity life if they had a positive outcome from the recruitment process. For example, participants had significantly more positive perceptions of fraternity life as a result of the entire recruitment experience if they completed recruitment, if they received and accepted a bid, if they received a bid from their first choice fraternity, if they believed it was more important to join a fraternity, if they had more fraternity identity salience, and if they had more fraternity identity prominence. Changes in perceptions of fraternity life were also significantly affected by multiple variables. Individuals who withdrew from the recruitment process had a decrease in their positive

perceptions of fraternity life from their initial scores to their follow-up scores, whereas participants who completed the recruitment process had slightly more positive perceptions of fraternity life. This was found to be a significant difference between the two conditions. The same was true for participants who did not receive a bid from a fraternity; they had a slight decrease in their positive perceptions, and those who received a bid from a fraternity had a slight increase in their positive perceptions of fraternity life. This difference was approaching significance, but was not quite significant at the .05 level.

Finally, there were a few correlations between other factors and changes in perceptions of fraternity life. This change was found to be negatively correlated with completion of the recruitment process, receiving a bid, rank of the fraternity from which an individual received a bid, and accepting a bid. These findings are not consistent with the expected findings, as they suggest that withdrawing from the recruitment process and not receiving a bid would lead to increased positive perceptions. This could possibly be due to these men not believing that they were good enough to complete the recruitment process, and therefore still perceiving fraternities as being very prestigious organizations that they were just not good enough to join. However, change in perceptions of fraternity life did have significant, positive correlations with change in the beliefs about the purpose of recruitment as well as change in identity prominence. Therefore, as change in perceptions of fraternity life increased, change in identity prominence increased along with the change in beliefs about the purpose of recruitment.

Perceptions about the fraternity recruitment process was the final dependent variable to be examined. Beliefs about the purpose of recruitment were adapted from the

concept of the purpose of pledging from Cokley et al. (2001) and were identified as an individual's attitudes toward the idea of recruitment. These beliefs were found to remain the same for individuals who withdrew from the recruitment process whereas these beliefs increased (i.e., became more positive) for individuals who completed the recruitment process. This difference between the two groups of individuals was not significant, however. Individuals who did not receive a bid from a fraternity had decreases in their beliefs about the purpose of recruitment (i.e., their beliefs became more negative), and these decreases were significantly different from the increases in these beliefs for individuals who received a bid from a fraternity and individuals who accepted the bid extended to them. Participants also had significant positive changes in their beliefs if they received and accepted a bid from a fraternity, received a bid from a first choice fraternity, and had more identity prominence. Change in beliefs about the purpose of recruitment also had significant, negative correlations with receiving a bid, the rank of the fraternity from which an individual received a bid, and accepting a bid. Therefore, receiving a bid, receiving a bid from a first choice fraternity, and accepting a bid would likely occur with individuals who had decreased positive attitudes toward the idea of recruitment. Finally, change in the beliefs about the purpose of recruitment had a significant, positive correlation with change in the beliefs about recruitment difficulty, change in fraternity member identity salience, and change in identity prominence was found to be positively correlated with change in beliefs about the purpose of recruitment. Thus, as beliefs about the purpose of recruitment increase, beliefs about recruitment difficulty, identity salience, and identity prominence are likely to increase as well. These results, even though most were not significant, support our hypotheses as well, because

decreases in beliefs about the purpose of recruitment only occurred in individuals who did not receive a bid and individuals who believed it was less important to join a fraternity.

Impact of recruitment was also adapted from the concept of impact of pledging from Cokley et al. (2001) and was identified as the attitudes about whether recruitment should have a positive or negative impact. Statistically significant differences were not found among any independent variables, there were not any statistically significant changes in beliefs about the impact of recruitment based on any of the individual independent variables, nor were these beliefs significantly correlated with any other variables. These lack of statistically significant findings could also be the result of very few questions addressing this variable (two questions). Therefore, findings may have been statistically significant if there were more questions addressing this variable.

Recruitment difficulty was the final factor examined as a part of perceptions of fraternity recruitment. It was the final dependent variable to be adapted from the concept of beliefs about pledging difficulty from Cokley et al. (2001) and was identified as the attitudes about having a difficult recruitment process. There were no statistically significant differences in change in beliefs about recruitment difficulty from the independent samples *t*-tests. However, significant, positive changes were found for participants who completed the recruitment process, received and accepted a bid, received a bid from their first choice fraternity, and for those participants who had fewer friends participating in the recruitment process. However, these few significant findings could also be due a lack of questions focused on this variable (four questions). Although it was not included in the hypotheses, it was interesting to find that participants who had

generally positive recruitment outcomes would believe that the recruitment process should be more difficult. This belief may result from men believing that the recruitment process was hard for them to complete and should continue to be for men in the future.

There are several limitations of this study and its methodology. First, the questions that focused on beliefs about fraternity life and fraternity recruitment were adapted from the SAAFS (2011), which has not been empirically established as a reliable and valid measure of the factors for which it was initially created. Therefore, these questions may not have actually been measuring what they were intended to measure. A second limitation came with the sample size and the characteristics of the individuals who participated. There were very few individuals who withdrew from the recruitment process and very few individuals who received bids from a fraternity that was not their first choice. Therefore, it was less likely that any findings would be significant because there were not enough individuals who withdrew from the process or received a bid from a fraternity that was not their first choice chose to participate. There were also no participants who declined a bid that they were extended. Therefore, the scores for the participants who accepted a bid could only be compared to individuals who did not receive a bid at all; they could not actually be compared to individuals who decline a bid they were extended. Finally, this study was conducted at a university with a majority white student body. This resulted in very little variability among the race/ethnicity of the participants, making it extremely difficult to examine racial differences in recruitment outcomes and changes in self-esteem and perceptions of fraternity life and recruitment. A third limitation was that the follow-up surveys were not administered until a week after the completion of the recruitment process. Such a delay could have changed how

individuals responded to the survey items because of their emotional state while taking the survey. For example, during this week long delay, participants had their first week of classes of the Spring semester. Attending classes and beginning the semester may have led to an increase in stress concerning the rest of their semester, or it may have influenced how well they believed they could do in their classes for the semester. All of these factors could have easily influenced self-esteem and led to the general decrease in self-esteem from the initial survey to the follow-up survey.

Future research should focus on identifying more valid measures of perceptions of fraternity life and fraternity recruitment. In this way, it could be determined that these perceptions were being measured accurately and covering all aspects of fraternity life and fraternity recruitment. This study should also be conducted on a larger campus, where there would be a larger sample size and more variability in the individuals who declined bids and who received bids from fraternities that were not their first choice. It would also allow for more individuals who withdrew from the recruitment process. Finally, it may be beneficial to administer the follow-up survey immediately after the completion of the recruitment process as Chapman et al. (2008) did in their study. Perhaps it may be even more beneficial to administer this follow-up survey immediately after the completion of the recruitment process as well as a few weeks after the completion of the recruitment process. Administering multiple surveys may lead to the discovery of further changes in self-esteem and perceptions of fraternity life and fraternity recruitment once participants have become accustomed to fraternity life if they have become a member of a fraternity or become accustomed to not being a member of a fraternity.

Fraternity recruitment is a college experience unlike most others that are experienced throughout an individual's lifetime. Therefore, it has the potential to lead to a variety of changes in self-esteem and perceptions of fraternity life and recruitment. The results of the present study do not support the first two hypotheses, as self-esteem consistently decreased from the initial survey to the follow-up survey, regardless of recruitment outcome. The third, fourth, and fifth hypotheses are all partially supported. Generally, positive recruitment outcomes, more friends participating in recruitment, and a greater desire to join a fraternity led to more positive perceptions of fraternity life and recruitment even if these changes were not significant from the initial survey to the follow-up survey. It is important to note that for individuals wishing to participate in fraternity recruitment, they are likely to have lower self-esteem following participation in the recruitment process (regardless of recruitment outcome). However, this decrease in self-esteem will likely not be a significant difference and may go unnoticed. Their perceptions of fraternity life and fraternity recruitment may also become more positive or negative depending on recruitment outcome, but again these differences may not be significant. Thus, it may be beneficial for individuals wishing to participate in fraternity recruitment to be aware that it is likely to result in negative changes in their self-esteem as well as changes in their perceptions of fraternity life and fraternity recruitment.

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Please indicate how strongly you agree or disagree with each statement about the Fraternity recruitment process by writing the appropriate number in the blank using the following response options.

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Agree
- 4 = Strongly Agree

- ___ 22. It is necessary for individuals who are going through recruitment to be frightened.
- ___ 23. Recruitment and hazing are the same behaviors.
- ___ 24. The recruitment process often changes an individual for the worse.
- ___ 25. Completing an application and passing an interview should be enough to receive a bid _____ from a fraternity.
- ___ 26. Recruitment helps increase an individual's self-esteem.
- ___ 27. It is necessary to have an intense recruitment process.

Feelings About Yourself

The following statements deal with your general feelings about yourself. Please indicate how strongly you agree or disagree with each statement by writing the appropriate number in the blank using the following response options.

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Agree
- 4 = Strongly Agree

- ___ 28. I feel that I am a person of worth, at least on an equal basis with others.
- ___ 29. I feel that I have a number of good qualities.
- ___ 30. All in all, I am inclined to feel that I am a failure.
- ___ 31. I am able to do things as well as most other people.
- ___ 32. I feel I do not have much to be proud of.
- ___ 33. I take a positive attitude toward myself.
- ___ 34. On the whole, I am satisfied with myself.
- ___ 35. I wish I could have more respect for myself.
- ___ 36. I certainly feel useless at times.
- ___ 37. At times I think I am no good at all.

Demographic Information

38. Age: _____

39. Please indicate your class standing:

- _____ Freshman
- _____ Sophomore
- _____ Junior
- _____ Senior

40. Please indicate your race/ethnicity:

- _____ White/Caucasian
- _____ Hispanic/Latino
- _____ Black/African American
- _____ Alaska Native or American Indian
- _____ Asian
- _____ Native Hawaiian, Samoan, or other Pacific Islander
- _____ Other: _____
- _____ Prefer not to answer

41. How many hours do you spend with fraternity members in a typical week?

42. During the fall semester, how frequently did you attend official fraternity events (i.e. recruitment events, philanthropy events, etc.)?

- _____ Never
- _____ Sometimes
- _____ Often
- _____ Very often

43. During the fall semester, how frequently did you attend parties held by fraternities?

- _____ Never
- _____ Sometimes
- _____ Often
- _____ Very often

44. How many of your friends are participating in fraternity recruitment? _____

Thank you for your participation in this study!

Use the scale below ranging from 0 = "Certain I would not" to 10 = "Certain I would."

0-----1-----2-----3-----4-----5-----6-----7-----8-----9-----10
Certain I In-Between Certain I would
would not

- ___ 5. A person of the opposite sex
- ___ 6. A friend of a friend
- ___ 7. A friend of a family member

Please indicate how strongly you agree or disagree with each statement about Fraternities and Fraternity membership by writing the appropriate number in the blank using the following response options.

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Agree
- 4 = Strongly Agree

- ___ 8. Becoming a member of a Fraternity will be an important part of my self-image.
- ___ 9. When I think of myself, I see myself being a member of a Fraternity.
- ___ 10. Becoming a member of a Fraternity will be an important reflection of who I am.
- ___ 11. Membership in a fraternity should be exclusive.
- ___ 12. Fraternities play an important role in society.
- ___ 13. Fraternities are elite organizations.
- ___ 14. Fraternities deserve the negative attention they often receive.
- ___ 15. Fraternities are not respected like they used to be.

Expectations about the Fraternity Recruitment Process

Please indicate how strongly you agree or disagree with each statement about the Fraternity recruitment process by writing the appropriate number in the blank using the following response options.

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Agree
- 4 = Strongly Agree

- ___ 16. Recruitment is unnecessary and should no longer be used.
- ___ 17. Recruitment should be a positive experience.
- ___ 18. Men participating in recruitment should be treated with respect.
- ___ 19. The process of recruitment does more harm than good in teaching brotherhood.
- ___ 20. The recruitment process used to join a fraternity should not be taken too seriously.
- ___ 21. It should be difficult to receive a bid from a fraternity.

Please indicate how strongly you agree or disagree with each statement about the Fraternity recruitment process by writing the appropriate number in the blank using the following response options.

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- _____ Hispanic/Latino
- _____ Black/African American
- _____ Alaska Native or American Indian
- _____ Asian
- _____ Native Hawaiian, Samoan, or other Pacific Islander
- _____ Other: _____
- _____ Prefer not to answer

41. Did you complete or withdraw from the recruitment process?

- _____ Completed the recruitment process
- _____ Withdrew from the recruitment process before it was over

If you completed recruitment, please proceed to Question 42.

If you withdrew from recruitment, please SKIP to Question 43.

42. Did you receive a bid from a fraternity? _____

If so, was this fraternity your first choice, second choice, third choice, etc. (please **DO NOT** list the name of the fraternity)? _____

Did you accept this bid? _____

43. How many of your friends went through recruitment? _____

How many withdrew from the recruitment process? _____

How many received and accepted a bid? _____

How many received and declined a bid? _____

How many did not receive a bid? _____

Thank you for your participation in this study!