

Appendix J: Factor analysis

In order to identify White consciousness as a common factor, I conducted exploratory factor analysis. I use common factor analysis instead of principal components analysis because the purpose here is to identify latent structures (Widaman, 2018). The determinant of the correlation matrix (0.017), Bartlett’s test of sphericity ($p < .001$), and the Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy (0.914) all indicate the data are an excellent fit for factor analysis (Watkins, 2021). If there were multiple factors present in these measures, theory suggests they should be correlated, and so an oblique rotation (Promax) was used. However, the Minimum Average Partial (MAP) Correlation method, Parallel Analysis, and Scree plot all support the presence of a single factor (Velicer et al., 2000).

Table J1. Rotated factor loadings (pattern matrix) and unique variances.

Variable	Factor1	Uniqueness
Q1	0.7043	0.504
Q2	0.7243	0.4753
Q3	0.5968	0.6438
Q4	0.646	0.5827
Q5	0.7474	0.4414
Q6	0.772	0.404
Q7	0.7758	0.3981
Q8	0.7987	0.3621

Note: Oblique promax rotation; N = 1,362.

Q1. How important is being White to your identity?

Q2. How strongly do you identify with other White people?

Q3. What happens to White people in this country will have something to do with what happens in my life.

Q4. When people criticize White people, it feels like a personal insult.

Q5. When I meet someone who is White, I feel connected with this person.

Q6. When I speak about White people, I feel like I am talking about “my” people

Q7. When people praise White people, it makes me feel good.

Q8. I have a strong attachment to other White people.