

Attitude

- Thurstone defines Attitude as the degree of positive or negative effect associated with some psychological objects.
- Remmers define attitude as a feeling for or against something.
- Attitude involves subject-object relationship

Characteristics of Attitude

- Favourableness: It is the degree to which a person is for or against a psychological object.
- Intensity: It is the strength of the feeling.
- Salience: How freely or spontaneously an individual expresses his/her attitude.
- Attitudes are acquired, not inborn or innate.
- Attitudes are more or less permanent.
- Attitude involves subject-object relationship - ie, Attitudes are formed in relation to some person, object or situation.
- It involves affective, cognitive and action components.
- Attitudes are inferred: Attitude of a person cannot be observed directly, ~~at~~

Attitude can only be inferred from individual's actions, behaviour and statements.

Attitude Scale

The inquiry form that attempts to assess the attitude of an individual is known as an opinionnaire or Attitude scale. It consists of a number of items that have been carefully prepared, selected and edited acc to some criteria.

Items of attitude scales are called statements.

Assumption in Measurement of Attitude -

- An individual's behaviour with respect to the object of attitude will be consistent from one situation to another.
- Attitude cannot be observed directly. It is therefore, assumed that it must be inferred from the statements, actions and behaviour of an individual.

Different types of Attitude scales

- Method of Equal Appearing intervals of Thurstone scale.
- Method of summated ratings or Likert scale.
- Method of cumulative scaling.
- Semantic Differentials.

The Method of Equal Appearing Intervals

- Originally developed by Thurstone and Chave (1929).

Assumptions underlying the Method.

- The intervals into which the statements are sorted or rated are equal.
- The attitude of the judge does not influence the sorting of the statements into various intervals.

Steps in the Method of Equal Appearing intervals.

- Step 1: Collection of statements: A large number of statements (about 100 to 200) showing both favourable and unfavourable attitude in varying degrees towards the

the psychological object, are written or collected by the researcher from different sources.

Criteria for writing statements (Edwards, 1957)

- Avoid statements that refer to the past rather than the present.
- Avoid factual statements.
- Avoid statements that may be interrupted in more than one way.
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- Avoid statements that are irrelevant to the psychological object under consideration.
- Avoid statements that are likely to be endorsed by almost everyone or almost no one.
- Select statements that are believed to cover the entire range of the effective scale of interest.
- Keep the language of the statements simple, clear and direct.
- Statement should be short, rarely exceeding 20 words.
- Each statement should contain only one complete thought.

- Statements containing universals such as all, always, none or never often introduce ambiguity and should be avoided.
- Words such as only, just, merely and others of a similar nature should be used with care and moderation in writing statements.
- Avoid the use of double negative.

Step II

Have a panel of judges rate the items on a scale of 1 to 11 for how favorable each item is towards the topic.

The lowest score should indicate an extremely unfavourable attitude and highest score (11) should indicate an extremely favourable attitude.

11, 10, 9, 8, 7, 6, 5, 4, 3, 2, 1

Step III

Find the median score and interquartile range (IQR) for each item. If you have 50 items, you should have 50 median scores and 50 IQRs.

Step 4

Sort the table in ascending order (smallest to largest) by median.

Median — asc

Step 5

For each set of medians (i.e. 1s, 2s, 3s) sort the IQRs by descending order (largest to smallest).

Step 6

Select your final scale items using the table you created in step 4 and 5. For example you might choose one item from each median value.

You want the statements with the most agreement between judges. For each median value, this is the item with the lowest interquartile range. you don't have to choose this item.

If you decide it's poorly worded or ambiguous, choose the item above it (with the next lowest IQR).

Step 7

Determining Reliability: split half tech is used.

Step 8

Determining validity.

The Method of Summated Ratings

- Introduced by Likert (1932)
- Step - I : collection of items.
- A large number of statements that express an opinion or feeling towards the psychological object are collected.
- The number of favourable and unfavourable statements should be approximately equal.
- Each item is followed by five responses : strongly agree, Agree, undecided, Disagree and strongly disagree.

Step II

The try out:

- The preliminary draft of the scale is administered to a sample 200 subjects selected from the target population.

- Arbitrary scoring weights are used as follows:

	SA	A	UD	Disagree	SD
✓ Favourable	5	4	3	2	1
unfavourable	1	2	3	4	5

- An individual's score on a particular attitude scale is the sum of his ratings on all items.

• Step III : selection of items and preparation of the final draft.

- items are selected in this method using item analysis.
- On the basis of the total scores, 25% of the subjects with the highest total scores and 25% of the subjects with the lowest total score are taken.
- In evaluating the responses of high and low groups to the individual statements, 't' ratio is found out.
- the value of 't' measures the extent to which a given statement differentiates b/w the high and low groups.
 - A t-value equal to or greater than 1.75 indicates that the average responses of the high and low groups to a statement differs significantly.
 - About 20-25 statements with the largest t-values ($t \geq 1.75$) are selected for final draft.

Step IV — Reliability
Step V — validity.

Advantages of Thurstone Scale.

It is imp to note that there are 11 attitude positions because in a scale with odd number of parameters, it is easier to identify a neutral position.

Disadvantages:

1. not widely used for Marketing Research because they are time consuming
2. ratings may be influenced by judges on attitude.
3. central tendency
4. It does not obtain information about the intensity of agreement with the ratings.

Likert Scale

1. It is relatively easy to conduct and administer.
2. instructions that accompany the scale are easily understood. Hence it can be used for mail surveys and interviews with children.

Disadvantages

1. longer time
2. Care need to be taken when using Likert Scales in cross cultural research as there may be cultural variations in willingness to express disagreement.

4, $\boxed{4, 6}$, 7, $\boxed{10}$, 11, $\boxed{12, 14}$, 15

↓

5

middle
of 1st
half

↓

13

middle of
2nd half

$$IQR = 13 - 5 = \boxed{8}$$