

MEASUREMENT OF ATTITUDE

PART I....

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ATTITUDE

- the term attitude refers to the predisposition/mental state of individuals/users towards a product/idea/attributes of an object.
- attitude is an hypothetical entity constructed to represent certain underlying response tendencies.
- अभिवृत्ति व्यक्तित्व का वह गुण है जो व्यक्ति की पसंद या नापसंद को दर्शाता है।
- यह एक मानसिक दशा है जो व्यवहार की अभिव्यक्ति करने में विशेष भूमिका प्रस्तुत करती है।

DEFINITIONS OF ATTITUDE

- **आलपोर्ट** के अनुसार – “अभिवृत्ति, प्रत्युत्तर देने की वह मानसिक तथा स्नायुविक तत्परताओं से सम्बन्धित अवस्था है जो अनुभव द्वारा संगठित होती है तथा जिसके व्यवहार पर निर्देशात्मक तथा गत्यात्मक पभाव पड़ता है।”
- **वुडवर्थ** के अनुसार – अभिवृत्तियाँ मत, रुचि या उद्देश्य की थोड़ी-बहुत स्थायी प्रवृत्तियाँ हैं जिनमें किसी प्रकार के पूर्वज्ञान की प्रत्याशा और उचित प्रक्रिया की तत्परता निहित है।”
- **Thurstone** : Attitude is the degree of positive or negative effects associated with some psychological objects.
- The some total of a man’s inclinations and feelings ,prejudice or bias preconceived notions , ideas threats and convictions can be said attitude.

CHARACTERISTICS OF ATTITUDE

- Attitudes are acquired not inborn.
- It is a position towards outer objects either for or against .
- They may be overt or covert.
- Attitudes are the basis of behaviour .
- They are not temporary yet can be modified .
- They are inferred , not measured directly.

ATTITUDE MEASUREMENT MEANS

- An attitude may comprise characteristics of strength, magnitude or intensity, salience or centrality, complexity, flexibility, etc.

Commonly, however, attitude measurements are concerned with the

- Strength or intensity
- Direction i.e. for or against
- Salience or centrality or spontaneity
- Contrivance or consistency

WHY TO MEASURE ATTITUDE

- Attitudes are the basis of behavior
- Attitudes are action tendencies and as such they can facilitate or hinder action at all levels--individual, group, community, state, and national.

MEASUREMENT OF ATTITUDE

- "what" has to be measured ?
- "who" is to be measured ?
- the accuracy desired in the measurement
- the costs permissible
- the choices available in the measurement/data collection techniques.

APPROACHES FOR MEASURING ATTITUDES

The approaches for measuring attitudes are as follows :

- *Self-report inventories or scaling techniques*
- *Using psychological measures like galvanic skin response or pupillary response*
- *Projective techniques like Thematic Aperception Test(TAT).*

ATTITUDE SCALE OR SELF REPORT INVENTORIES

- The attitude scale means a set of some statement related with any psychological object, on which the subject responds by indicating his or her agreement or disagreement
- अभिवृत्ति मापन की प्रविधियों का निर्माण कार्य 1927 में थस्टन ने “युग्म तुलनात्मक प्रविधि” (paired comparison method) से प्रारम्भ किया.

ATTITUDE STATEMENTS

- Statement related with past should be avoided
- No factual statements
- Statements which can be interpreted in more than one way should be avoided statements with double negatives should be avoided
- Statements which are acceptable to all or not acceptable to any should not be kept in scale.
- Statements must be simple, direct and clear
- Statements should be small (not more than 20 words.)
- Should reflect thought completely.

FOLLOWING ARE THE METHODS OF MEASURING ATTITUDE

- **Thurstone scale**
- **Likert scale**
- **Guttman scale**
- **Qsort technique**
- **Semantic differential technique.**