

ATTITUDE SCALES : CONSTRUCTION AND ADMINISTRATION

Thurstone and Likert type

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THURSTON SCALE

- **Thurstone** (1929) created the attitude-measurement methodology. He is considered to be the 'father' of attitude scaling. Initially he used the **Method of Paired Comparison**, but this proved to be very difficult ,
- Hence with **Chave** another method i.e. **Method of Equal Appearing Interval Scale** was developed by Thurstone.

STEPS TO CREATE THURSTONE SCALE

- **Collection of statements**
- **Sorting of statements**(with ranking of Judges)
- **Selection of statements** based on scale value(median) and quartile deviation
- **Final form** with random placement
- **Determining reliability**: split half technique
- **Determining Validity** : attitude score and actual behaviour

ADMINISTRATION AND ASSESSMENT OF ATTITUDE THROUGH THURSTONE SCALE

- So constructed scale is administered on the individual to study his or her attitude towards the phenomena /idea/ programme etc.
- The subject is supposed to give their responses as agree or do not agree.
- Each item consists certain numerical value , based on the ranking of the judges.
- A total score on the basis of those values is calculated with tell s about the attitude of the subject .

SOME EXAMPLE

The respondents do not know these values.

- A person with a terminal illness has the right to decide to die. (4.15)
- Inducing death for merciful reasons is wrong. (1.65)
- A person should not be kept alive by machines. (2.44)
- Euthanasia gives a person a chance to die with dignity. (4.29)
- The taking of human life is wrong, no matter what the circumstances. (1.36)

LIKERT SCALE

- Likert (1932) proposed a technique, which makes this process simpler by allowing the participant to make a range of possible responses, usually in the form of a five-point scale, ranging from strongly agree, agree, undecided, to disagree, and strongly disagree
- it is known as **Summated Rating scale**

STEPS TO CREATE LIKERT SCALE

- **Collection of Items**

- Large number of items must be collected
- Equal number of favourable and unfavourable items is needed for a good attitude scale construction.
- Each item should be such on which the respondent can give 5 point rating . i.e. strongly agreed, agreed, can't say, disagree ,strongly disagree

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STEPS

- **Try out:**
- The so collected items /set has to be administered on a sample of the target group, for any language ambiguity.
- After editing, the set of items should be re-administered to yield a total score for each individual.
- The scoring pattern of the items in the Likert scale is

	Strongly agree	agree	can,t say,	disagree	strongly disagree
Favourable items	5	4	3	2	1
Unfavourable items	1	2	3	4	5

STEPS....

- **Item analysis :**
- With the help of total score of each individual , and the score of favourable and unfavourable category for each following two value calculation is needed
- **Item correlation** of each item with total score is calculated
- Item discriminatory power by calculating **t ratio** between score of high scorer group and low scorer group

STEPS....

- **Final form:**
- Items with high correlation and significant t value i.e 1.75 is selected and included in the final form.
- The final form usually consists 25- 30 items.
- **Determining reliability:** Split Half Technique with Spearman Brown formula of correlation is used to determine reliability of the scale .
- **Determining validity:** Correlation with actual behavior and attitude score is used to determine validity of the scale.

LIKERT vs THURSTON SCALE

- Likert scale construction is **easy** as compared to Thurstone Scale
- Thurston scale score can give **interpretation at its own** , but the Likert scale score **interpretation requires norms**.
- Likert scale is **interval type scale** whereas Thurston Scale is **nominal level Scale** in terms of response yielding .
- Likert scale is more **popular**, but Thurston scale is considered more **reliable**.

Thank
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