SCALING TECHNIQUES

Likert Scale

- Likert (1932) developed the principle of measuring attitudes by asking people to respond to a series of statements about a topic, in terms of the extent to which they agree with them, and so tapping into the cognitive and affective components of attitudes

Likert Scale

- Likert Scale is a five (or seven) point scale which is used to allow the individual to express how much they agree or disagree with a particular statement.
- *For example:*
- I believe that ecological questions are the most important issues facing human beings today.
- **Strongly agree / agree / don't know / disagree / strongly disagree**
- Each of the five (or seven) responses would have a numerical value which would be used to measure the attitude under investigation.

Example: Likert Scale

	Strongly disagree	Disagree	Neither agree nor	Agree	Strongly Agree
The website displays is visually pleasing design	1	2	3	4	5
Learning to operate the website is easy for me	1	2	3	4	5
The website is innovative	1	2	3	4	5
The website loads quickly	1	2	3	4	5
I trust the website to keep my personal information safe	1	2	3	4	5
Shopping at this website is usually a satisfying experience	1	2	3	4	5
I will continue to purchase from this Website.	1	2	3	4	5

A modified Likert scale can include 6, 7 or 10 items

Thurstone scales

The Thurstone scale is made up of statements about a particular issue and each statement has a numerical value indicating the respondent's attitude about the issue, either favorable or unfavorable. People indicate which of the statements with which they agree and the average response is computed.

- First, you must be very clear about exactly what it is you're trying to measure. Then, collect statements on the topic ranging from attitudes that are favorable to unfavorable.

- Thurstone scales:
- The Thurstone scale is made up of statements about a particular issue and each statement has a numerical value indicating the repsondent's attitude about the issue, either favorable or unfavorable.
- People indicate which of the statements with which they agree and the average response is computed. First, you must be very clear about exactly what it is you're trying to measure.
- Then, collect statements on the topic ranging from attitudes that are favorable to unfavorable. For this example, we will use same sex marriage.

- Example statements are:
- It should be against the law.
- There's absolutely nothing wrong with it.
- Marriage is between a man and a woman.
- It should be a sin.
- It's perfectly appropriate for two consenting adults.
- It should be legalized. It can harm children.
- Same sex couples should have the same legal rights as a male/female couple.
- It's just horrible.
- It can't do any harm.

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- Next, you have judges evaluate, on an 11 point response format (1 very negative to 11 indicating very positive), what kind of attitude each of these statements reflects.
- For example it's likely that the statement "It should be a sin." would be judged to represent a very negative attitude while the statement "It should be legalized." would be judged to represent a very positive attitude.
- The idea is that you'd like to develop a set of items that not only reflect the entire continuum between 1 and 11, but that your judges who helped you develop the set of items would have considerable consensus about what level of attitude each of the statements reflected.
- In this exercise, statements for which there is little consensus would be discarded.

Thurstone's method of equal appearing interval

1. Selection of 100-200 statements

2. No. of judges are asked to sort them into single pile from lowest to highest

3. Median rank of each statement computed and it's the scale value of that statement

4. Select a limited no. of statements about 25 having equal intervals between successive items and spanning the entire range of values

5. Applying scale to respondent-they were asked to indicate the statement which applies to him/her

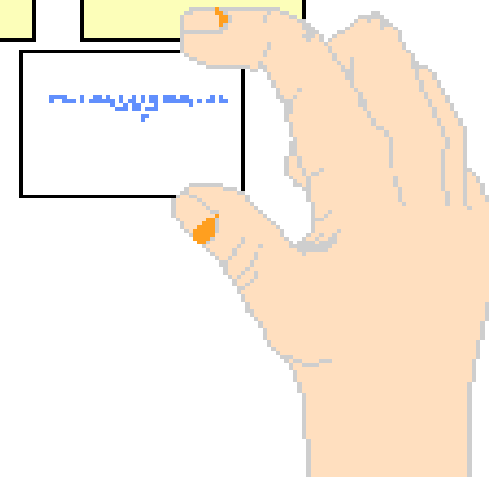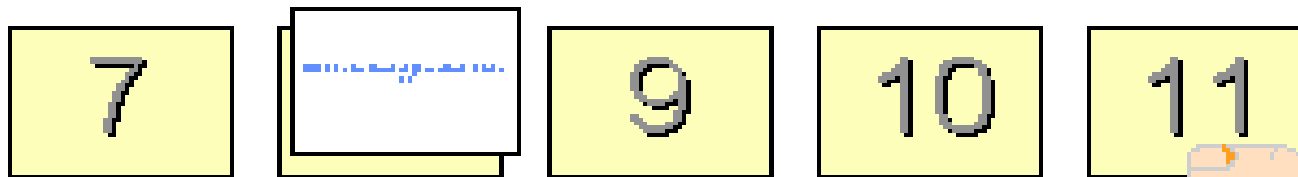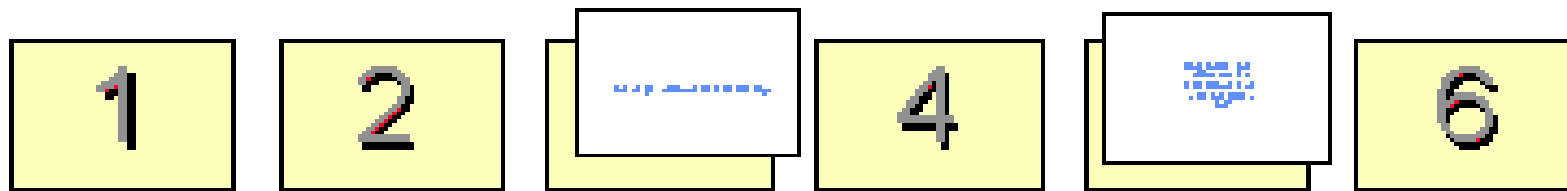6. Respondents score will be average score of item selected

Thurstone Scale (Differential scale)

- This has been developed using consensus scale approach – In this approach the selection of items is made by a panel of judges who evaluate the items in terms of whether they are relevant to the topic of area.
- Detailed procedure :
- 1) The researcher gather a large number of statements, usually 20 or more ;
- 2) These statements are submitted to a panel of judges (50 to 300 judges), requesting them to classify these statements into eleven groups.
- Those statements which he/she considers most favorable to the object are put in the first group; those considered next most in the second group ……… those consider most unfavorable in the last group.

1 = least favorable to the concept

11 = most favorable to the concept

Bogardus Social Distance Scale

- The **Bogardus Social Distance Scale** is a psychological testing scale created by Emory S. Bogardus to empirically measure people's willingness to participate in social contacts of varying degrees of closeness with members of diverse social groups, such as other racial and ethnic groups

The concept of Social distance

Social distance is a measurable way to understand "the degree of understanding and intimacy which characterize personal and social relations between individuals and groups". (Foust, 1995).

Zapata, M. G. (1995). Social distance as a factor in second language acquisition. The University of Texas at Austin.

Foust, D. R. (1995). The effects of ethnocentrism, expectations of acculturative behavior and the resultant social distance on the attitudes of white students at a large, predominantly white institution. A thesis in higher education. The Pennsylvania State University.

- The scale asks people the extent to which they would be accepting of each group (a score of 1.00 for a group is taken to indicate no social distance):
- As close relatives by marriage (*i.e.*, as the legal spouse of a close relative) (score 1.00)
- As my close personal friends (2.00)
- As neighbors on the same street (3.00)
- As co-workers in the same occupation (4.00)
- As citizens in my country (5.00)
- As non-citizen visitors in my country (6.00)
- Would exclude from entry into my country (7.00)