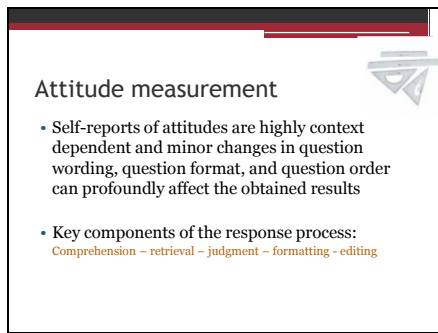


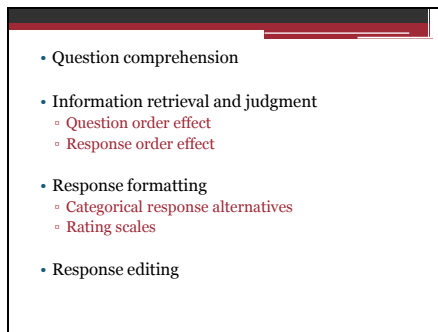
Slide 1



Slide 2



Slide 3



Slide 7

Response order effect

- **Written vs. Read** alternatives
- Written – primacy effect
- Read – recency effect

- Response order effects are more significant for older and less educated respondents

Slide 8


Response formatting

- **Categorical Response Alternatives**
 - Any opinion omitted from the list is unlikely to be reported
 - Q: "What is the most important thing for children to prepare them for life?"
 - A: "To think for themselves"
 - 61.5% 4.6%**
 - Advice:** Provide "I don't know" alternative
- **Rating Scales**
 - The effect of numeric values
 - Context dependent (answer is compared with previous answer)

Slide 9

Response editing

- Respondents may hesitate to report their attitude when they are concerned that their answer may present them in a negative light.
- Social desirability



Slide 10

Attitude measurement tools

- Likert scale
- Semantic differential
- Error choice technique

Slide 11

Likert Scale

- An one-dimensional scale that consists of attitude-related statements and asks individuals to indicate their agreement/disagreement with each statement along a numerical scale

Stan is the best teacher in the world.

Strongly agree Somewhat agree Neutral Somewhat disagree Strongly disagree

Slide 12

How to create the Likert scale?

- 1) Generate more questions than you need
- 2) Get a group of people to score the questionnaire
- 3) Sum the scores for all items
- 4) Calculate the intercorrelations between all pairs of items
- 5) Reject questions that have a low correlation with the overall score
- 6) For each item, calculate the t-value. Reject questions with lower t-values (higher t-values show questions with higher discrimination).

Slide 13

Semantic differential

- Osgood, Suci, Tannenbaum (1957)
- Respondents rate the attitude object on a number of (typically) 7-point bipolar scales that are end-anchored by evaluative adjective pairs
- (connotative meaning of words (freedom, marriage); ideas (capitalism); products (cell phones); brands (Volvo); etc...)

Barack Obama

| | | | | | | | | |
|---------|---|---|---|---|---|---|---|------------|
| good | 1 | 2 | 3 | 4 | 5 | 6 | 7 | bad |
| honest | 1 | 2 | 3 | 4 | 5 | 6 | 7 | dishonest |
| harmful | 1 | 2 | 3 | 4 | 5 | 6 | 7 | beneficial |
| kind | 1 | 2 | 3 | 4 | 5 | 6 | 7 | cruel |

Slide 14

Error-choice technique (Hammond, 1948)

- Attitudes can be indirectly measured by the bias shown in answering a mixture of factual and non-factual questions concerning a given topic
- Respondents think it is a knowledge test

The average IQ of black people is:
A: 87% B: 113%

The average IQ of Japanese people is:
A: 85% B: 115%

Slide 15

Summary - Attitude measurement

- Comprehension – retrieval – judgment – formatting – editing
- Likert Scale
- Semantic Differential
- Error-Choice Technique
