

Attitude Measurement

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“The latest public-opinion poll indicates that 90 percent of the people do not believe in Santa Claus, and 75 percent of these people think he’s doing a good job.”

What is an Attitude?

Attitude

An enduring disposition to consistently respond in a given matter

Attitudes as Hypothetical Constructs

Variable that is not directly observable, but measurable by indirect means, such as verbal expression or overt behavior

Attitudes ↔ Behaviors

Three Attitude Components

Affective

Feelings or emotions
toward an object



Cognitive

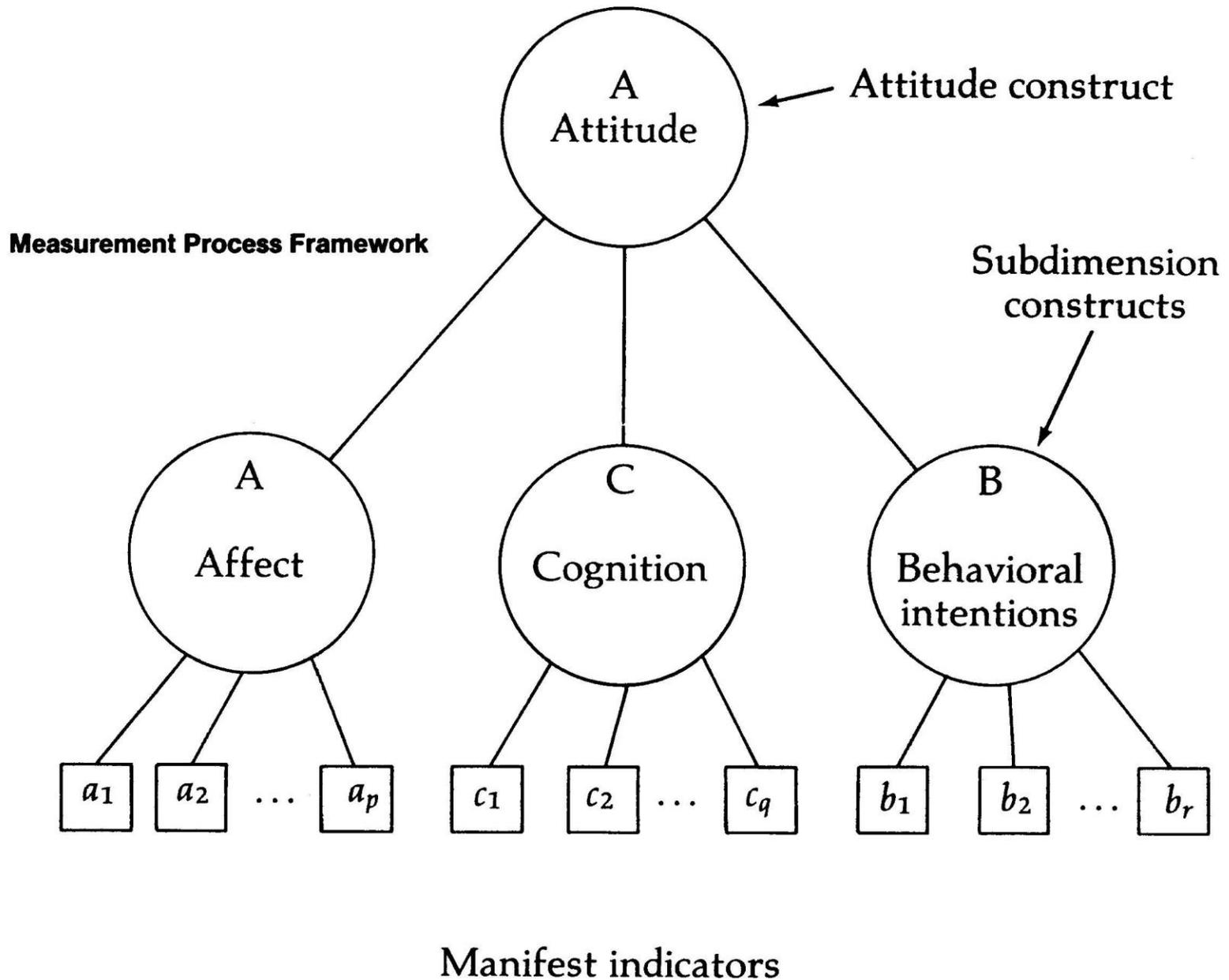
Knowledge and
beliefs



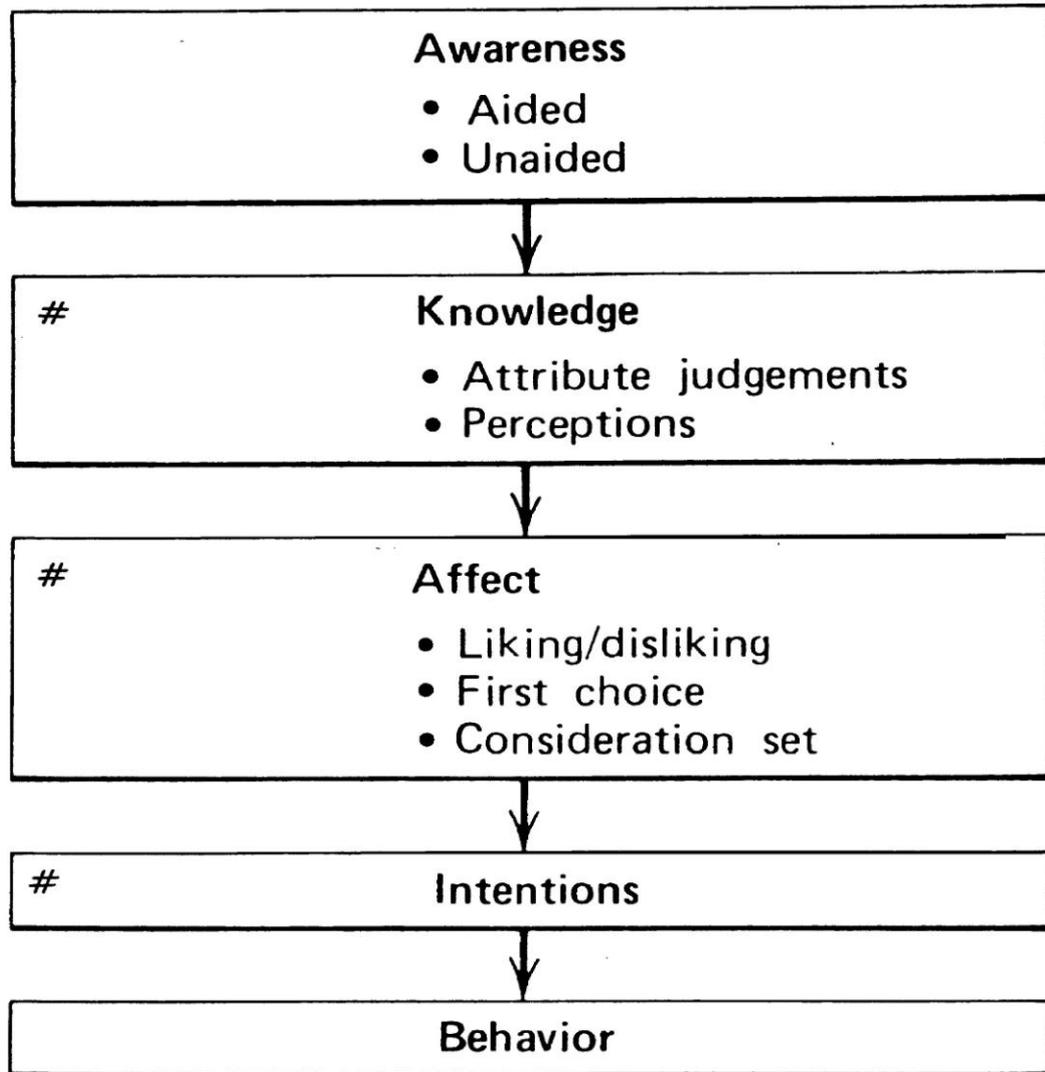
Behavioral

- Predisposition to action
- Intentions
- Behavioral expectations



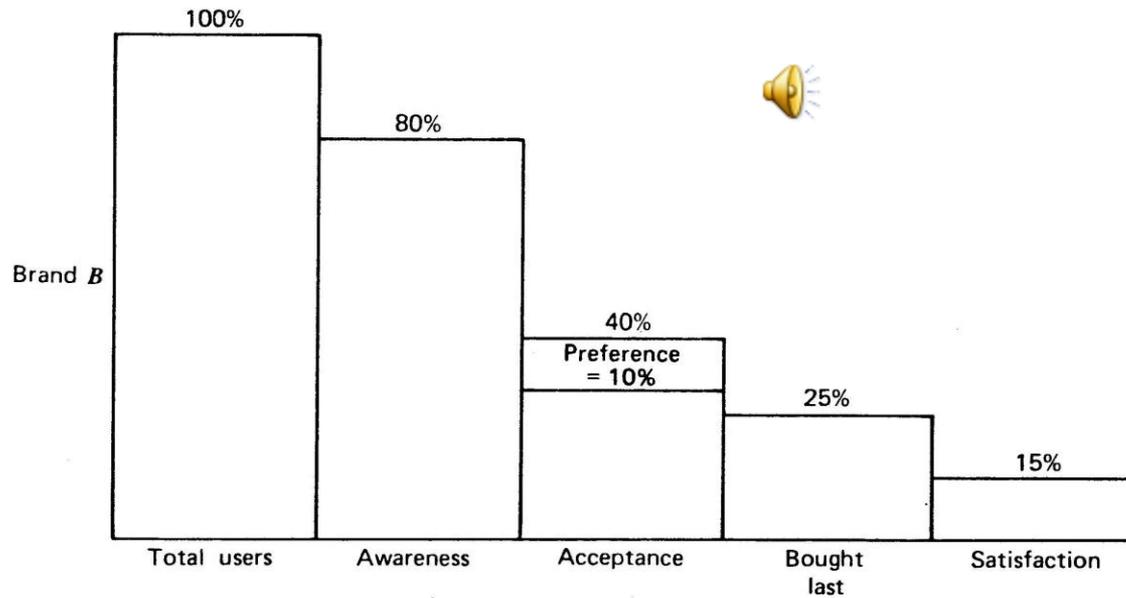
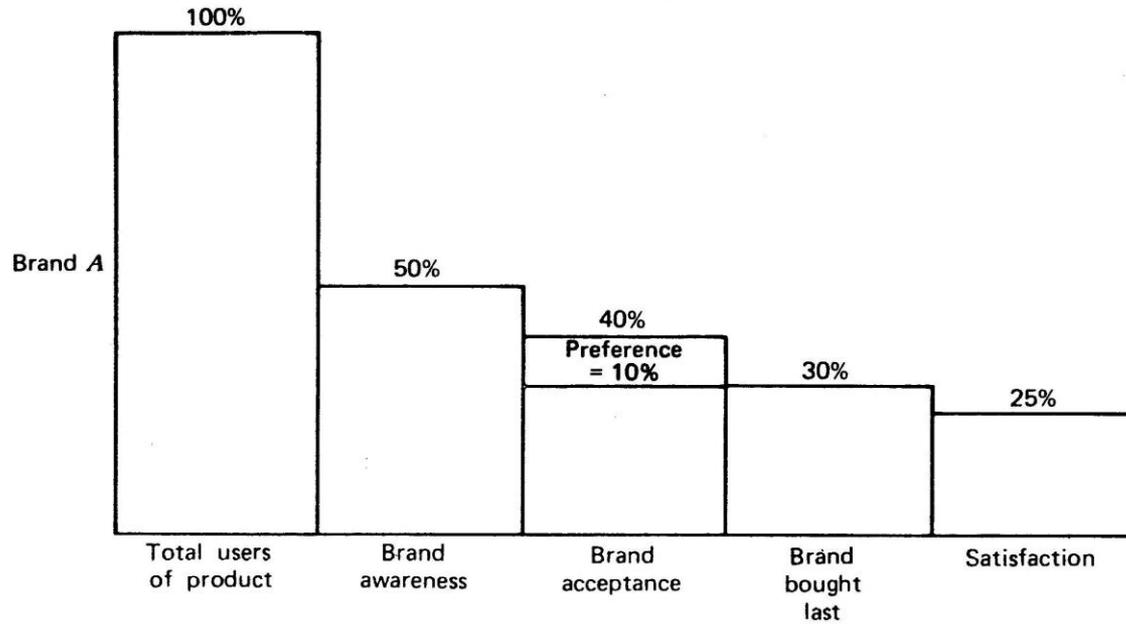


Hierarchy of Effects Model



Three components of attitudes

Comparison of Consumer Demand Profiles.



When Designing Attitude Measures, Theory is Important

Example: Store Loyalty

Concept

Generalized idea about a class of objects, attributes, occurrences, or processes

Operational Definition

Specifies what researchers must do to measure the concept under investigation



An Operational Definition of Who is to Be Included as a Member of the Household

Summary Table for Determining Who Is to Be Included as a Member of the Household (Control Card Item 14c)

	Include As Member of Household	
A. PERSONS STAYING IN SAMPLE UNIT AT TIME OF INTERVIEW		
Person is member of family, lodger, servant, visitor, etc.		
1. Ordinarily stays here all the time (sleeps here)	Yes	
2. Here temporarily—no living quarters held for person elsewhere	Yes	No
3. Here temporarily—living quarters held for person elsewhere		
Person is in Armed Forces		
1. Stationed in this locality, usually sleeps here	Yes	
2. Temporarily here on leave—stationed elsewhere		No
Person is a student—Here temporarily attending school—living quarters held for person elsewhere		
1. Not married or not living with own family	Yes	No
2. Married and living with own family	Yes	
3. Student nurse living at school	Yes	
B. ABSENT PERSON WHO USUALLY LIVES HERE IN SAMPLE UNIT		
Person is inmate of specified institution—Absent because inmate in a specified institution (see listing in Part C, Table A) regardless of whether or not living quarters held for person here		No
Person is temporarily absent on vacation, in general hospital, etc. (including veterans' facilities that are general hospitals)—Living quarters held here for person	Yes	
Person is absent in connection with job		
1. Living quarters held here for person—temporarily absent while "on the road" in connection with job (e.g., traveling salesperson, railroad person, bus driver)	Yes	
2. Living quarters held here and elsewhere for person but comes here infrequently (e.g., construction engineer)		No
3. Living quarters held here at home for unmarried college student working away from home during summer school vacation	Yes	
Person is in Armed Forces—Was member of this household at time of induction but currently stationed elsewhere		No
Person is a student in school—Away temporarily attending school—living quarters held for person here		
1. Not married or not living with own family	Yes	No
2. Married and living with own family		No
3. Attending school overseas		No
4. Student nurse living at school		No
C. EXCEPTIONS AND DOUBTFUL CASES		
Person with two concurrent residences—Determine length of time person has maintained two concurrent residences		
1. Has slept greater part of that time in another locality	Yes	No
2. Has slept greater part of that time in sample unit		
Citizen of foreign country temporarily in the United States		
1. Living on premises of an Embassy, Ministry, Legation, Chancellery, or Consulate		No
2. Not living on premises of an Embassy, Ministry, etc.—		
a. Living here and no usual place of residence elsewhere in the United States	Yes	
b. Visiting or traveling in the United States		No

Non-attitudinal
Example of
Operational
Definition

Media Skepticism: Conceptual Definition

Degree to which people are skeptical about the reality presented by mass media. Media skepticism varies across people, from

- those who are mildly skeptical and accept most of what they see and hear in mass media, to
- those who completely discount and disbelieve the facts, values, and portrayal of reality in mass media.



Media Skepticism: Operational Definition

Please tell me how true each statement is about the media. Is it very true, not very true, or not at all true?

- The program was not very accurate in its portrayal of the problem.
- Most of the story was staged for entertainment purposes.
- The presentation was slanted and unfair.



Developing Sound Attitude Measures

1. Specify conceptual/constitutive definition
2. Specify operational/measurement definition
3. Perform item analysis
4. Perform reliability checks
5. Perform validity checks



Attitude Measurement Process

Attitude Measuring Process

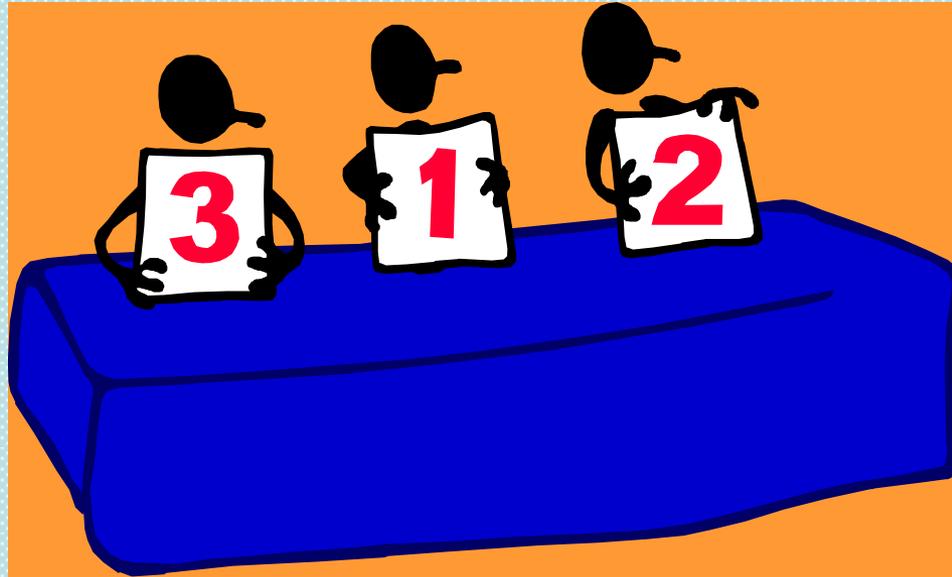
Ranking: Rank order preference

Rating: Estimates magnitude of a characteristic

Sorting: Arrange or classify concepts

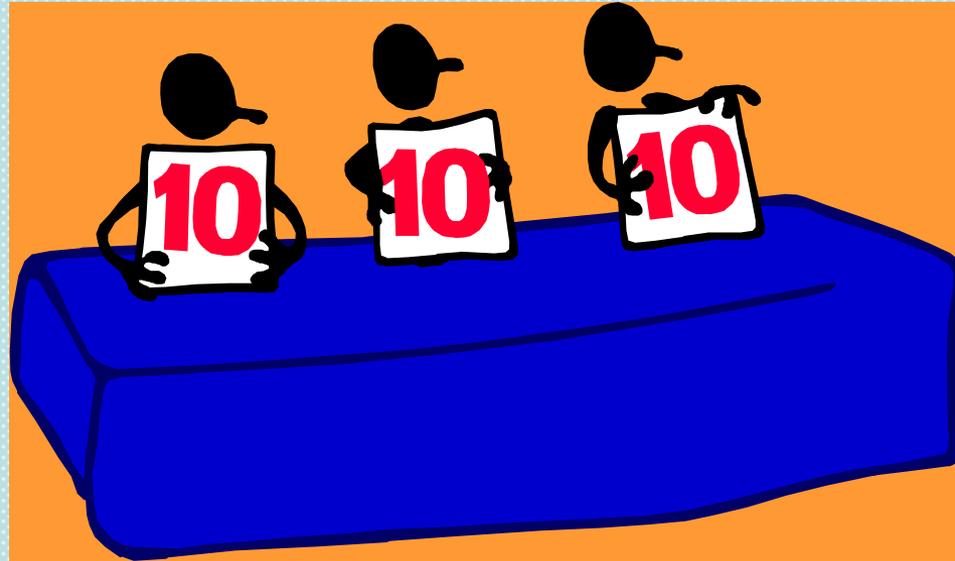
Choice: Selection of preferred alternative

Ranking Tasks



Ranking tasks require that respondents rank a small number of objects in overall performance based on some characteristic or stimulus

Rating Tasks



Rating tasks ask respondents to estimate the magnitude of a characteristic, or quality, that an object possesses. Respondents' position on a scale is where they would rate that object.

Sorting Tasks

Sorting tasks present several concepts—represented either on typed cards or a computer display—and require respondents to arrange the concepts into a number of piles or groupings.

Choice Tasks

Choice between two or more alternatives is a type of attitude measurement that assumes the chosen object is preferred over the other object(s)

Recap

- Attitude defined
 - Three component model
- Importance of theory in designing attitude measures
- Conceptual versus operational definitions
- Attitude measurement process
 - Ranking, rating, sorting, and choice

