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Topic :- Tools and Techniques of data collection.

Sub topic :-Attitude Scale

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## INTRODUCTION : -

- The word attitude has been derived from **Latin word 'Aptus'**. Which means ability.
- Attitude is an established way of thinking or feeling reflected in a person's behaviour towards others.
- It is a tendency to respond positively or negatively towards a certain idea, object, person or situation.
- It influences a person's choices of action.
- It is what a person believes in or what a person feels.



Attitude?  
What Attitude?

- Attitude can not be measured in absolute terms.
- It can be observed in terms of opinion which can be elicited from an individual's overt behaviour- both verbal and non verbal.

## DEFINITION: -

- Eysnck(1972), *“An attitude is normally defined as a perceptual orientation & response readiness in relation to a particular object or class of objects”*.
- Frank Freeman, *“ An attitude is a dispositional readiness to respond to certain situations, persons or objects in a consistent manner which has been learned and becomes one’s typical mode of response”* .



# Assumptions



*According to frerman (1965) there are three assumption upon attitude scale;*

- ❧ The scale should deal with a controversial question
- ❧ An individual's feelings and insights is regard to the question will determine his responses to various statements
- ❧ The statements can be scaled regarding the degree to which the favour are opposed to question under consideration

## CHARACTERISITICS: -

Attitudes are learnt.

Attitudes have referents.

Attitudes are social learning.

Attitudes are effective.

Attitudes vary in intensity.

Attitudes have a time dimension.

Attitudes are evolutions.

Attitudes are adopted also.

Attitudes are formed due to the process of differentiation.

Some attitudes are formed due to some shock or tragedy.

Attitudes are inferred.

Attitudes are complex.

Attitudes have a duration factor.

## STRUCTURE OF ATTITUDE:-

- ◉ It has three components:-
- ◉ Affective component:- The feelings or emotions towards objects.  
**Ex- I am scared of spiders.**
- ◉ Behavioural component:-the way the attitude we have influences how we act or behave.  
**Ex- I will avoid spiders and scream if i see one.**



- ◎ COGNITIVE COMPONENT:-

This involves a person's belief / knowledge about an attitude object.

Ex- I believe spiders are dangerous.

- This model is also known as **ABC model** of attitude.

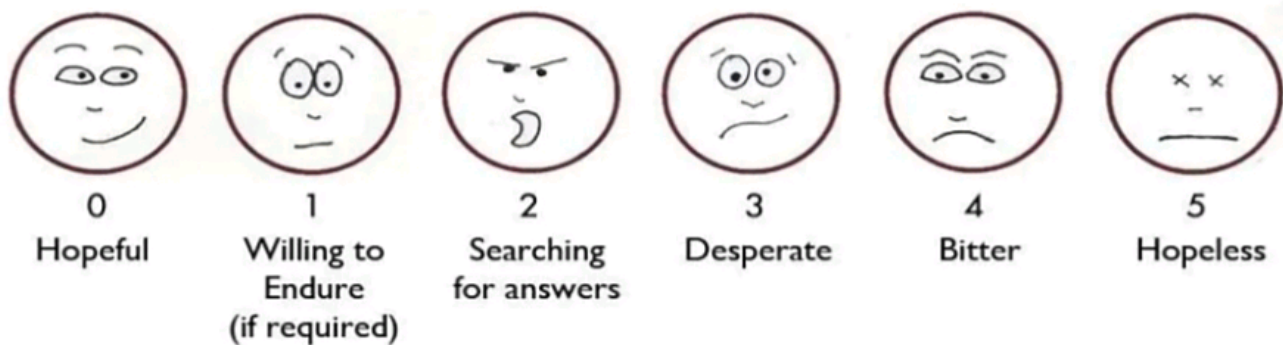
**POSITIVE  
ATTITUDE**

## ATTITUDE SCALE:-

- ◉ The word 'scale' come from the Latin word *scala*, meaning a ladder or flight of steps, a scale represents a series of ordered steps at fixed intervals used as a standard of measurement.
- ◉ An attitude scale is a special type of questionnaire designed to produce scores indicating the intensity and direction (for or against) of a person's feelings about an object or event.

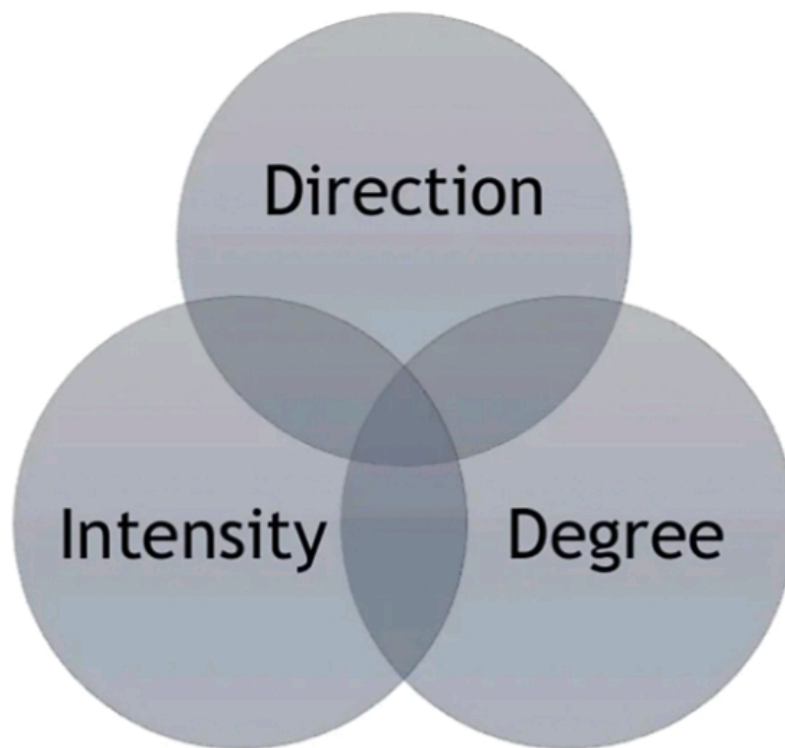
- An attitude scale, is a tool prepared for the purpose of measuring people's attitude to an issue is called attitude scale.
- An attitude scale is designed to provide a valid, or accurate measure of an individual's social attitude.

### Attitude Scale



Directions:  
How does the patient feel towards their pain?

## DIMENSIONS INCORPORATED INTO A SCALE:-



- ◉ DIRECTION: -
- ◉ It is a positive or negative feeling about something .
- ◉ It is an important aspect of attitude.
- ◉ Ex- I like horses.  
(Positive direction).
- ◉ I don't like horses  
(Negative direction.)





## DEGREE: -

- ◉ It describes the amount of liking or disliking attached to an attitude.
- ◉ Students may have different degrees of liking, which can be measured from a moderate to strong to very strong.
- ◉ The idea of degree can be applied to the negative feelings towards an object also.

## INTENSITY: -

- ◉ It shows strength of feeling.
- ◉ At a high degree of intensity, some given kind of behaviour is motivated.
- ◉ Also the comparison of strength of one attitude to another may determine which one becomes the basis of action.
- ◉ **Ex - I am crazy about horses.**
- ◉ This example shows high intensity of attitude.