



# Measurement of Attitudes

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## Attitude Scales



# Measurement of Attitude

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## ■ **Attitude Survey**

- In an attitude survey, the investigators provide a questionnaire or ask a series of questions on the telephone. A respondent shows his or her attitude by responding to the questions.
- The questions may be close or open ended. Close ended questions typically have a list of options whereas the open ended questions are answered by the respondents in their own words.



# Measurement of Attitude

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## ■ Rating Scales

- In these scales, the respondents indicate the extent to which they agree or disagree with a statement. One of the frequently used scales in this regard is the **Likert Scale**.
- The items in this kind of scale is ask the person to agree or disagree with attitude statements on a 5-point scale.



# Measurement of Attitude

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- Rating scales are based on the self-report method. That is, they assume that a person's attitude could be known only through the person himself.
- Further, it is also held that the attitude of a person cannot be effectively known by merely asking one single question.



# Measurement of Attitude

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For example,

- There should be reservation of seats in all academic institutes.

1

2

3

4

5

Strongly  
Disagree

Disagree

Neutral

Agree

Strongly  
Agree



# Measurement of Attitude

- Likert's technique is called a **summated rating scale** because individuals are given an attitude score based on the sum of their responses on all the items of the scale.
- In preparing the Likert type scale, one must carefully choose the statements that pertain to the attitude object.



# Attitude Change

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Techniques of Persuasion



# Attitude Change

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- In the modern world, the business of changing attitudes seems to grow ever bigger and more intense.
- Television commercials, magazine advertisements, billboards - all attempt to change the attitudes of people regarding various products, services, people and events.





# Attitude Change

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- All efforts to change attitudes are in fact **persuasion** as the attempt is to persuade people to change their attitudes.
- The effectiveness of these persuasive efforts depends on a variety of factors relating to the source, the message and the manner in which the message is put



# Attitude Change

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- In most cases, efforts at persuasion involve the following elements: some source (**communicator**) directs some type of message (**the communication**) to some person or group of persons (**the audience**)



# Attitude Change

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- The effectiveness of such persuasion efforts and persuasive techniques depend to a large extent on *who says what to whom and with what effect.*



# Attitude Change

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- In particular, researches carried out in the field of attitude change offer the following conclusion regarding the process of attitude change:
  - Experts are more persuasive than non-experts. The same argument may carry more weight when delivered by people who seem to know what they are talking about than when they are made by people lacking expertise.



# Attitude Change

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- Messages that do not appear to be designed to change our attitudes are often more successful in this respect than ones that seems intended to reach this goal. This implies that **indirect approach** works more than the direct approach.
- In other words, we generally don't trust and refuse to be influenced by persons who deliberately set out to persuade us.



# Attitude Change

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- **Attractive sources** are more effective in changing attitudes than unattractive ones. This is one reason why the models featured in many ads are highly attractive and why advertisers engage in a continuous search for appealing new faces.
- **Credible sources** which enjoy the trust of the audience are more effective in changing attitudes than incredible ones.



# Attitude Change

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- When an audience holds attitudes contrary to those of a would-be-persuader, it is often more effective to adopt a strategic approach rather than a direct approach.
- That is, the communicator should adopt a **two-sided approach** in which both sides of the argument are presented, than a one-sided approach.



# Attitude Change

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- People who are **fluent** in their communication, that is, speak rapidly are often more persuasive than persons who speak more slowly. This creates an impression that the communicator is knowledgeable.
- Persuasion can be enhanced by messages that arouse **strong emotions** (especially fear) in the audience.





# Attitude Change

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- This is especially true in case of messages that arouse fear and simultaneously provide specific recommendations about how a change in attitude or behaviour will prevent the negative consequences described in the fear provoking message.



# Attitude Change

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- Messages that are relatively brief are more effective than the long and elaborate messages in the process of persuasion.
- This is because, people don't want to devote too much time to messages which are coming from unknown sources and also there is a limitation to one's span of attention.