

1. PURPOSE & BRIEF DESCRIPTION OF THE STUDY

To investigate and collect data on the following problems involved in the technique of scale analysis:

- a) PROBLEM: Can intensity measurement be combined directly into the scale question so that the respondent answers a single question which indicates both the direction and intensity of his attitude?

Scale: Personal Adjustment

Experimental Group: Scale question given as a declarative statement, followed by the intensity check list; strongly agree, agree, undecided, disagree, strongly disagree.

(Form A -- questions 35 a to m)

Control Group: Scale questions followed by intensity check list; very strongly, fairly strongly, not strongly.

(Form C -- questions 15 through 27)

- b) PROBLEM: What is the difference between intensity of opinion measured as strength of agreement or as strength of conviction?

Scale: Attitude toward Conscription

Experimental Group: Scale questions followed by intensity check list; very sure, fairly sure, not sure.

(Form C -- questions 23 through 35)

Control Group: Scale questions followed by intensity check list; very strongly, fairly strongly, not strongly.

(Form A -- questions 5 through 11)

(These forms also include an additional question in an attempt to subdivide the extremely favorable group -- Form A -- question 11, Form C -- question 34; and an additional question dealing with general interest in the area of a peace-time Army -- Form A -- question 12, Form C -- question 35.)

- c) PROBLEM: What is the difference between attitudes and intensity as measured by disagreement or agreement with a neutral question and as measured by a more detailed check list?

Scale: Attitude toward the WAC

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Experimental Group: Scale questions followed by "yes" — "no" categories and the intensity check list; very strongly, fairly strongly, not strongly.
(Form B — questions 14 through 24)

Control Group: Scale questions followed by regular answer categories and intensity check list; not strongly at all, not so strongly, fairly strongly, very strongly.
(Form C — questions 4 through 14)

(The control group, in its intensity check list, attempts to place more people in the lower intensity categories by including an additional low intensity category and reversing the check list with low intensity at the top. The control for this problem will be the same questions asked on previous pretest followed by the intensity check list; very strongly, fairly strongly, not strongly.)

- d) PROBLEM: What effect does asking the intensity question have upon the scale items themselves?

Scale: Attitude toward Officers

Experimental Group: Scale questions followed by intensity check list; very strongly, fairly strongly, not strongly.
(Form A — questions 15 through 18, 21, 22, 23, 26 through 33)

Control Group: Scale only. (Form B — questions 25 through 39)
(Form B also permits an analysis of intensity as measured by a single question followed by a five point check list of different forms.)

- e) PROBLEM: What is the difference between scattering scale and intensity questions throughout the questionnaire and grouping them together in the same place?

Scale: Job Satisfaction

Experimental Group: Scale questions followed by the intensity check list; very strongly, fairly strongly, not strongly. Questions scattered throughout the questionnaire.
(Form A — questions 4, 13, 14, 19, 20, 24, 25, 34, 36, 37.)

Control Group: Scale questions followed by the intensity check list; very strongly, fairly strongly, not strongly. All questions in consecutive order.
(Form B — questions 4 through 13)

- f) PROBLEM: Can strength of convictions about one's answers be measured as an intensity function of an information scale?

Scale: Knowledge of Current Events

Experimental Group: Test items followed by intensity check list; very sure, fairly sure, not sure.
(Form B — questions 40 through 47)

No control group.

2. DATE OF ADMINISTRATION

January, 1945

3. SAMPLE

There are three samples:

Form A ... 295 cases
Form B ... 295 cases
Form C ... 293 cases

All three forms of the questionnaires were administered to enlisted men at two Army camps.

4. SCALES & SCORES

a) Form A

- 1) Personal Adjustment - Content (Qs. 35a, c, d, g, h, i, j, k, l, m) punched in Col. 74.
- 2) Personal Adjustment - Intensity (Qs. 35a, c, d, g, h, i, j, k, l, m) punched in Col. 73.
- 3) Attitude toward Conscription - Content (Qs. 5a, 6a, 7a, 8a, 9a, 10a, 11a) punched in Col. 72.
- 4) Attitude toward Conscription - Intensity (Qs. 5b, 6b, 7b, 8b, 9b, 10b, 11b) punched in Col. 75.
- 5) Attitude toward Officers - Content (Qs. 15a, 17a, 18a, 21a, 22a, 23a, 26a, 27a, 28a, 29a, 30a, 31a, 32a, 33a) punched in Cols. 70 & 71.
- 6) Attitude toward Officers - Intensity (Qs. 15b, 17b, 18b, 21b, 22b, 23b, 26b, 27b, 28b, 29b, 30b, 31b, 32b, 33b) punched in Cols. 70 & 78.
- 7) Attitude toward Officers - Intensity (Scored as 3-195 B) (Qs. 15a, 17a, 18a, 21a, 22a, 23a, 26a, 27a, 28a, 29a, 30a, 31a, 33a, 32a) punched in Cols. 76 & 77.
- 8) Job Satisfaction - Content (Qs. 4a, 13a, 14a, 19a, 20a, 24a, 25a, 36a, 37a) punched in Col. 80.
- 9) Job Satisfaction - Intensity (Qs. 4b, 13b, 14b, 19b, 20b, 24b, 25b, 36b, 37b) punched in Cols. 68 & 69.

10) Personal Adjustment - Intensity (Revised) punched in Col 66 & 67.

b) Form B

- 1) Attitude toward WAC - content (Qs. 14a, 15a, 17a, 18a, 19a, 20a, 21a, 22a, 23a, 24a) punched in Col. 76.
- 2) Attitude toward WAC - intensity (Qs. 14b, 15b, 17b, 18b, 19b, 20b, 21b, 22b, 23b, 24b) punched in Col. 77.
- 3) Attitude toward Officers - content (Qs. 25, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39) punched in Cols. 70&71.
- 4) Attitude toward Officers - intensity (Qs. 25, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39) punched in Cols. 70&71.
- 5) Job Satisfaction - content (Qs. 4a, 5a, 6a, 7a, 8a, 9a, 10a, 11a, 12a) punched in Col. 72.
- 6) Job Satisfaction - intensity (Qs. 4b, 5b, 6b, 7b, 8b, 9b, 10b, 11b, 12b) punched in Col. 73.
- 7) Knowledge of Current Events - content (Qs. 40a, 41a, 42a, 43a, 44a, 45a, 46a) punched in Col. 68.
- 8) Knowledge of Current Events - intensity (Qs. 40b, 41b, 42b, 43b, 44b, 45b, 46b) punched in Col. 69.

c) Form C

- 1) Personal Adjustment - content (Qs. 15a, 17a, 18a, 21a, 22a, 23a, 24a, 25a, 26a, 27a) punched in Col. 74.
- 2) Personal Adjustment - intensity (Qs. 15b, 17b, 18b, 21b, 22b, 23b, 24b, 25b, 26b, 27b) punched in Col. 73.
- 3) Attitude toward Conscription - content (Qs. 28a, 29a, 30a, 31a, 32a, 33a, 34a) punched in Col. 72.
- 4) Attitude toward Conscription - intensity (Qs. 28b, 29b, 30b, 31b, 32b, 33b, 34b) punched in Col. 75.
- 5) Attitude toward WAC - content (Qs. 4a, 5a, 7a, 8a, 9a, 10a, 11a, 12a, 13a, 14a) punched in Col. 76.
- 6) Attitude toward WAC - intensity (Qs. 4b, 5b, 7b, 8b, 9b, 10b, 11b, 12b, 13b, 14b) punched in Col. 77.
- 7) Attitude toward WAC - non-scale Combinations (Qs. 4a, 5a, 6a, 7a, 8a, 9a, 10a, 11a, 12a, 13a, 14a) punched in Col. 78.

5. ANALYSIS MATERIALS AVAILABLE

- a) There are no field notes
- b) Questionnaires: 295 Form A; 295 Form B; 293 Form C.
- c) Three sets of IBM punch cards:
 - 1) One set labeled Methodological Study of the Measurement of Intensity, S-195 A, Card I & II Combined, containing:
 - a) Camp, outfit and questionnaire form identification and serial number (Cols. 1-5)
 - b) Questions 1-37 (Cols. 6-69)
 - c) Scale scores (Cols. 66-80)

- 2) One set labeled Methodological Study of the Measurement of Intensity, S-195 B, Card I & II Combined, containing:
 - a) Camp, outfit and questionnaire form identification and serial number (Cols. 1-5)
 - b) Questions 1-47 (Cols. 6-65)
 - c) Scales (68-78)
- 3) One set labeled Methodological Study of the Measurement of Intensity, S-195 G*, containing:
 - a) Camp, outfit and questionnaire form identification and serial number (Cols. 1-5)
 - b) Questions 1-35 (Cols. 6-71)
 - c) Scales (72 - 78)
- d) Gang punch schemes for all scales
- e) A copy of each form (3) of the questionnaire with the marginal distribution for each question and the column number indicated.
- f) Photostat copies of the scale pictures

6. STUDY ANALYSTS

Louis Guttman
Edward Suchman

7. REPORTS

D-1 Experiments on the Measurement of the Intensity Function and Zero-Point in Attitude Analysis

8. NOTE

See also S-180, S-215, S-229 and S-234

* This questionnaire had but one card.

NIH=BTHSDA

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HDR1AMS195A.CLEAN      B0242400010237      87041 000000000000IBM OS/VS 370
HDR2F072000000040TOHP002 /GO      A B      60154

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***FI21 CURRENT DATA SET NUMBER IS - 00237

***WT2 BLOCK 1, RECORD 1, RECORD 1 IN ENTIRE FILE, RECORD SIZE

80 .

[illegible]

***WT2 BLOCK 1, RECORD 2, RECORD 2 IN ENTIRE FILE, RECORD SIZE

80 .

219500110000001111117792 *

***WT2 BLOCK 1, RECORD 3, RECORD 3 IN ENTIRE FILE, RECORD SIZE

80 .

119500213351111212111111114312141414121111111313122?13333312111413121114421442 *

***WT2 BLOCK 1, RECORD 4, RECORD 4 IN ENTIRE FILE, RECORD SIZE

80 .

219500214432441131914751 *

***WT2 BLOCK 1, RECORD 5, RECORD 5 IN ENTIRE FILE, RECORD SIZE

80 .

[illegible]

***RE5 5 RECORDS PRINTED, 0 RECORDS COPIED IN THIS PHASE.

***FI23 PRINT OF TRAILER LABELS:

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EOF1AMS195A.CLEAN      B0242400010237      87041 0000000000007IBM OS/VS 370
EOF2F072000008040T0HP002 /GO      A B      60154

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***FI29 BLOCK COUNT IN EOF1 LABEL DOES NOT MATCH RECORDED BLOCK COUNT. THIS MAY BE DUE TO SKIPS, OR BACKSPACES.