

# A Technique for the Measurements of Attitudes

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## Summary

There are statistical difficulties that arise in the analysis and evaluation of attitudes, particularly social attitudes, which are qualitative in nature but are treated from the mathematical point of view. Likert and Murphy, through the paper aimed to garner a solution to the technical problem. Meanwhile, Thurstone devised a measure of social attitudes with the assumption that the scale values of the statements are independent of the attitude. Also, problems of generality or specificity of character traits have been tackled in the paper.

Attitude as mentioned in the paper are just verbal expressions. The number of these attitudes per person is infinitely many. These attitudes unknowingly are really clustered. The methods of measuring attitudes from that ordinarily used were presented in the paper. Results found out that:

1. If we assume that the attitudes were from a normal distribution, sigma units can be used as a method of measuring scales. This method is advantageous as it yields scores that are equal throughout the entire range. It also goes away with the use of raters or judges and also with the error that comes up. With the use of sigma units it is easier to construct an attitude scale. Lastly, it yields the same reliability with fewer items.

2. There is a simpler method which yields essentially the same reliability coefficient as the sigma method and is correlated with it. Hence it is justifiable to use this method for all ordinary purposes. This simpler technique can be utilized by assigning consecutive numerical values to the different alternatives. The ONE end was always assigned to the negative end of the sigma scale, and the FIVE end to the positive end of the sigma scale. The score for each individual was determined by summing up the numerical scores rather than the mean was used since the statements was the same for all individuals.

Methods of objectively checking the statements included in a scale are presented to assist the experimenter in the construction of attitude scales. The three-scales yield, contrary to the writer's expectation, very clear-cut generalized attitudes in addition to the specific attitudes which appear in response to the separate question.

The paper also presents different methods of constructing an attitude scale. Selection of statements must cover every person's point of view and that it would be expressions of desired behaviour and not statements of fact. Statements must be clear, concise and straightforward. It must avoid words that would make it confusing like double negatives.

## Application

The research is all about Pambansang.com which is a local apparel retail store that promotes heritage and culture through its unique clothing line. With the methods shown by Likert, we can assess some of the attitudes of the consumers, particularly their buying behaviour through conducting a survey. We could also take a glimpse on how they see the store. In this way we can gauge whether the client should put up a new branch or not.

*Reference: Likert, R. (1932) A Technique for the Measurement of Attitudes*