Attitude Measurement

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(Click icon for audio)
"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
A
Attitude

Measurement Process Framework

A
Affect

C
Cognition

B
Behavioral intentions

Attitude construct

Subdimension constructs

Manifest indicators
Hierarchy of Effects Model

Awareness
- Aided
- Unaided

Knowledge
- Attribute judgements
- Perceptions

Affect
- Liking/disliking
- First choice
- Consideration set

Intentions

Behavior

# Three components of attitudes
Comparison of Consumer Demand Profiles.

Brand A
- Total users of product: 100%
- Brand awareness: 50%
- Brand acceptance: 40%
- Brand bought last: 30%
- Satisfaction: 25%

Brand B
- Total users: 80%
- Awareness: 40%
- Acceptance: 25%
- Bought last: 15%
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)

<table>
<thead>
<tr>
<th>A. PERSONS STAYING IN SAMPLE UNIT AT TIME OF INTERVIEW</th>
<th>Include As Member of Household</th>
</tr>
</thead>
<tbody>
<tr>
<td>Person is member of family, lodger, servant, visitor, etc.</td>
<td>Yes</td>
</tr>
<tr>
<td>1. Ordinarily stays here all the time (sleeps here)</td>
<td>Yes</td>
</tr>
<tr>
<td>2. Here temporarily—no living quarters held for person elsewhere</td>
<td>No</td>
</tr>
<tr>
<td>3. Here temporarily—living quarters held for person elsewhere</td>
<td>Yes</td>
</tr>
<tr>
<td>Person is in Armed Forces</td>
<td>No</td>
</tr>
<tr>
<td>1. Stationed in this locality, usually sleeps here</td>
<td>No</td>
</tr>
<tr>
<td>2. Temporarily here on leave—stationed elsewhere</td>
<td>No</td>
</tr>
<tr>
<td>Person is a student—Here temporarily attending school—living quarters held for person elsewhere</td>
<td>Yes</td>
</tr>
<tr>
<td>1. Not married or not living with own family</td>
<td>No</td>
</tr>
<tr>
<td>2. Married and living with own family</td>
<td>No</td>
</tr>
<tr>
<td>3. Student nurse living at school</td>
<td>Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B. ABSENT PERSON WHO USUALLY LIVES HERE IN SAMPLE UNIT</th>
<th>Include As Member of Household</th>
</tr>
</thead>
<tbody>
<tr>
<td>Person is inmate of specified institution—Absent because inmate in a specified institution (see line in Part C, Table A) regardless of whether or not living quarters held for person here</td>
<td>No</td>
</tr>
<tr>
<td>Person is temporarily absent on vacation, in general hospital, etc. (including veterans facilities that are general hospitals)—Living quarters held here for person</td>
<td>Yes</td>
</tr>
<tr>
<td>Person is absent in connection with job</td>
<td>No</td>
</tr>
<tr>
<td>1. Living quarters held here for person—temporarily absent while “on the road” in connection with job (e.g., traveling salesman, railroad person, bus driver)</td>
<td>Yes</td>
</tr>
<tr>
<td>2. Living quarters held here and elsewhere for person but comes here infrequently (e.g., construction engineer)</td>
<td>No</td>
</tr>
<tr>
<td>3. Living quarters held here at home for unmarried college student working away from home during summer school vacation</td>
<td>Yes</td>
</tr>
<tr>
<td>Person is in Armed Forces—Was member of this household at time of induction but currently stationed elsewhere</td>
<td>No</td>
</tr>
<tr>
<td>Person is a student in school—Away temporarily attending school—living quarters held for person here</td>
<td>Yes</td>
</tr>
<tr>
<td>1. Not married or not living with own family</td>
<td>No</td>
</tr>
<tr>
<td>2. Married and living with own family</td>
<td>No</td>
</tr>
<tr>
<td>3. Attending school overseas</td>
<td>No</td>
</tr>
<tr>
<td>4. Student nurse living at school</td>
<td>No</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C. EXCEPTIONS AND DOUBTFUL CASES</th>
<th>Include As Member of Household</th>
</tr>
</thead>
<tbody>
<tr>
<td>Person with two concurrent residences—Determines length of time person has maintained two concurrent residences</td>
<td>Yes</td>
</tr>
<tr>
<td>1. Has slept greater part of that time in another locality</td>
<td>No</td>
</tr>
<tr>
<td>2. Has slept greater part of that time in sample unit</td>
<td>No</td>
</tr>
<tr>
<td>Citizen of foreign country temporarily in the United States</td>
<td>No</td>
</tr>
<tr>
<td>1. Living on premises of an Embassy, Ministry, Legation, Chancery, or Consulate</td>
<td>No</td>
</tr>
<tr>
<td>2. Not living on premises of an Embassy, Ministry, etc—</td>
<td>No</td>
</tr>
<tr>
<td>a. Living here and no usual place of residence elsewhere in the United States</td>
<td>No</td>
</tr>
<tr>
<td>b. Visiting or traveling in the United States</td>
<td>No</td>
</tr>
</tbody>
</table>

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.
Constitutive (Conceptual) vs. Measurement (Operational) Definition

**Constitutive Definition:** A predisposition to react to a brand in a favorable or unfavorable way.

**Measurement Definition:** On your next purchase occasion, do you intend to purchase Brand X?

- Definitively will not buy
- Definitely will buy

0  X 100%

Definitely will not buy

0 [1”] X

1” = 25 percent chance of buying
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 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