

## **Chapter 13**

### **Creating attitude scales and measures**

- 1. Meaning of Scale and Attitude**
- 2. Procedure and nature of questions used to measure attitude**
- 3. Stages of constructing an attitude meter**
- 4. Characteristics of a good statement/question used to build a scale or measure attitude.**
- 5. Selecting and sequencing used text**
- 6. A good feature of building a scale or measuring attitudes**
- 7. Important things to consider when creating and uality evaluation and the ability of a gauge or scale**