

Measuring the Change of Attitudes and Opinions

David Keller, Stephan Graf, and Bruce Schroeder

Dr. O.R. Lindsley first began using the multiply scale in 1976, to measure the attitudes of his university graduate students. It soon became apparent that attitude scaling could become a far more sensitive and differentiating endeavor than had previously been held by a majority of researchers and practitioners. Adequate measurement of human attitude can no longer be accomplished through the use of the traditional 5-point Likert scale. Use of a traditional 5-point scale to measure human attitude is like trying to measure the length of a 20-foot serpent under a microscope; one will never see the big picture.

Major advances can be accredited to the 19-point multiply scale. The additional scale steps provide an opportunity to identify even subtle attitude differences with far greater precision. The 19-point multiply scale dimension expands measurement to parameters which approach the entire range of human attitude.

Presenters have field tested the 19-point multiply scale in a variety of educational settings. These include university course evaluation; workshop evaluation; and evaluation of an alcohol awareness class. These data are available from them. An example of a course evaluation on a 19-point scale follows. To facilitate audience learning the 19-point multiply scale was used a pre-post assessment instrument in the workshop. Materials were disseminated to assist participants in constructing 19-point attitude scale items. Additionally, participants had an opportunity to practice the scaling techniques. Presenters encouraged participants to use the 19-point multiply scale to measure attitude change in a variety of settings. Use of the 19-point multiply scale is restricted only by the limits of human imagination.

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