

RESEARCH METHODOLOGY

LECTURE-26

Scales

What is an attitudinal scale?

Attitudinal scales are used in quantitative research to measure attitudes towards an issue. Their strength lies in their ability to combine attitudes towards different aspects of an issue and to provide an indicator that is reflective of an overall attitude.

Different types of attitudinal scales

There are several types of attitudes scales, but the two most common are the Thurstone and the Likert Scales, named after their authors.

1. Thurstone Scales. ...
2. Likert Scales. ...
3. Guttman Scales. ...
4. Bogardus' Social Distance Scale. ...
5. Semantic Differential Scale.