

RESEARCH METHODOLOGY

LECTURE-28

Thurstone Scale

The Thurstone Scale is a unidimensional scale that is used to measure and quantify people's opinions and attitudes in a survey. In the design of the survey, the agree-disagree question format is usually employed.

The researcher will assign numerical values to the agree-disagree statements so that he/she can easily understand the opinions of the respondents on a topic and also grasp the strength of that opinion. The numerical value assigned will explain whether the respondent's responses to the topic are favorable or unfavorable.

Also referred to as the method of equal-appearing intervals, the Thurstone scale in an experiment, offers an effective and accurate way of measuring opinions and a more effective way of drawing statistical comparisons. The Thurstone Scale is commonly used in the Sociology and Psychology fields.

What is the Purpose of the Thurstone Scale?

The purpose of the Thurstone scale survey is to measure the attitudes and opinions of the respondents on a specific subject.

However, the scale can also be used to measure a wide range of market research surveys, such as

Market surveys that measure opinions: The Thurstone scale survey question provides quantifiable data about the measured strength of the respondents' behavior and opinions.

Market surveys that gauge attitudes or feelings: The Thurstone scale makes use of the customer satisfaction reports to predict future purchasing trends. It

also uses the employee engagement level to calculate the organization's potential turnover.

Characteristics of Thurstone Scale

The Thurstone scale survey has unique characteristics, some of which are:

1. The mean or median must be calculated: Since each option in the survey question is weighted, the mean or median of each of the options must also be calculated. This calculation will form the basis or standard of the selection method to be used in the final survey.
2. The scale involves two steps: One important characteristic of the Thurstone scale survey question is that it is never applied at the first iteration stage without the judges' ratings. The options visible to the respondent are weighted, and a consensus is reached on whether they should be there in the survey.
1. There are only agree or disagree options: The respondent to the survey questions can only select based on their agreement or disagreement with the statement.

Guttman Scales/Scalogram Analysis

It is based on the idea that items can be arranged along a continuum in such a way that a person who agrees with an item or finds an item acceptable will also agree with or find acceptable all other items expressing a less extreme position. For example - Children should not be allowed to watch indecent programmes or government should ban these programmes or they are not allowed to air on the television. They all are related to one aspect.

In this scale each score represents a unique set of responses and therefore the total score of every individual is obtained. This scale takes a lot of time and effort in development.

They are very commonly used in political science, anthropology, public opinion, research and psychology