

Generalized Belief Measure

This instrument may be used to measure any kind of a belief. In the example below, "Federal Taxes Should be Reduced" is used as the target belief. Simply put the target belief you want to measure in place of the statement used in the example. In most circumstances you should expect to obtain an alpha reliability estimate above .90.

Directions: On the scales below, please indicate the degree to which you believe the following statement "**Federal Taxes Should be Reduced.**" Numbers "1" and "7" indicate a very strong feeling. Numbers "2" and "6" indicate a strong feeling. Numbers "3" and "5" indicate a fairly weak feeling. Number "4" indicates you are undecided or do not understand the adjective pairs themselves. There are no right or wrong answers. Only circle one number per line.

1) Agree	1	2	3	4	5	6	7	Disagree
2) False	1	2	3	4	5	6	7	True
3) Incorrect	1	2	3	4	5	6	7	Correct
4) Right	1	2	3	4	5	6	7	Wrong
5) Yes	1	2	3	4	5	6	7	No

Scoring:

Sum the Scores. Reverse code 1, 4, &

Source:

McCroskey, J. C., & Richmond, V. P. (1996). *Fundamentals of human communication: An interpersonal perspective*. Prospect Heights, IL: Waveland Press.