

Generalized Attitude Measure

This is a measure which can be used for any attitude topic--an evaluation of any general idea. The example below employs the topic of "Capital Punishment." To use for any other topic, simply substitute the other topic. This measure is not used for "belief" concepts--such as "My teacher is an excellent professor." For these types of beliefs, see the Generalized Belief Scale. An alpha in the range of .85 to .95 should be expected under most circumstances.

Directions: On the scales below, please indicate your feelings about "Capital Punishment." 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) Good 1 2 3 4 5 6 7 Bad
- 2) Wrong 1 2 3 4 5 6 7 Right
- 3) Harmful 1 2 3 4 5 6 7 Beneficial
- 4) Fair 1 2 3 4 5 6 7 Unfair
- 5) Wise 1 2 3 4 5 6 7 Foolish
- 6) Negative 1 2 3 4 5 6 7 Positive

Scoring:

Average the scores. Reverse code: 1, 3, & 4

Sources:

McCroskey, J. C. (1966). *Experimental studies of the effects of ethos and evidence in persuasive communication*. Unpublished doctoral dissertation. Pennsylvania State University.

McCroskey, J. C., & Richmond, V. P. (1989). Bipolar scales. In P. Emmert & L. L. Barker (Eds.), *Measurement of Communication Behavior* (pp. 154-167). New York: Longman.

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