Attitudinal Measurement
AIAEE Professional Development Workshop Proposal

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Abstract
The subject for this two hour Professional Development Workshop will be Attitudinal Measurement. The main topics will be Likert and Semantic Differential Scales. Secondary topics will include Guttman Scales, Thurstone Scales, and internal consistency reliability and content validity of attitudinal measures.

Learning Objectives:
• Participants will learn the advantages and disadvantages of each type of scale.
• Participants will learn how to correctly construct statements to correctly measure attitude of research subjects.
• Participants will learn how to correctly construct each type of scale for attitude measurement.
• Participants will learn how to correctly establish content validity and internal consistency reliability of attitudinal measurement scales.

Activities: Participants will construct each type of scale based upon a hypothetical research question. Handouts and background information will be provided to the participants. The workshop will utilize direct instruction, cooperative learning, and hands-on activities. Participants will construct attitude statements for the hypothetical research question and based on the information presented, will construct each type of scale. The presenters will choose one of the hypothetical research questions and construct a good example and a poor example of each type of scale prior to the conference. The presenters will determine the validity and reliability of each of the example scales. These examples will illustrate the importance of correctly constructing the various types of scaling and the resulting reliability and validity.

Keywords: Attitudinal Measurement, Survey Instrument, Likert Scaling,