Attitude & Beliefs in Qualitative and Quantitative Interviews
Outline

• Definition and Context
• Influence on Actions
• Measurement of Attitude and Beliefs
**Definition**

**Attitude**  
→ experiential tendency, which is expressed by the fact of affection/rejection of evaluation and treatment of a attitude object (Gordon Allport)  
→ generalized affective responses to stimuli and contexts (Lloyd & Street)  

*“I love to go for a walk”*

**Attitude Object:** every distinguishable aspect of reality or imagination

**Belief**  
→ terms that refers to verbal knowledge about something (Guerin)  
→ conjunction of attribute and attitude object  

*“I believe that there are trees in the forest”*
Definition - Attitude

- Three-component model:

  - cognitive Reaction
  - affective Reaction
  - behavioral Reaction

- One-dimensional model
**Definition - Context**

- Can be equated as evaluative beliefs
- Relations “attitudes are based on beliefs”
  - “attitudes are a fact of private beliefs not of private experiences”
  - “use of attitude statements has an autoclitic function”
- In Interviews
  - Overview about attitudes, beliefs and maybe results
  - Typoligisation of groups
Affection on actions

Attitude towards object Z =
Amount of subjective probability that object has certain feature × Assessment of this feature
Martin Fishbein & Icek Ajzen (1975/1980)

*Behavioral Intention (BI) = Attitude (A) + Subjective Norm (SN)*

A: sum of beliefs about a particular behavior weighted by evaluations of these beliefs

SN: influence of people in one’s social environment on one’s own behavioral intention

BI: function of both attitudes toward a behavior and subjective norms toward that behavior

BI was found predict actual behavior
Affection on actions – Theory of reasoned action

\[(BI) = (AB)W + (SN)W\]

*AB*: one’s attitude toward performing the behavior
*W*: empirically derived weights
Affection on actions – Theory of planned behavior

Icek Ajzen (1985)
Measurement of Attitude and Beliefs

• Self-assessment vs. Non-self-assessment
• One-dimensional vs. multidimensional

➤ Self-assessment in: structured/semistructured Interviews
  • One-Item Rating Skala
  • Likert’s Method of summerized ratings
  • Osgoods sematic deferential
  • Guttman’s scalogram

➤ Non-self-assessment in: unstructured Interviews
Measurement - Self-assessment

• One-Item Rating Scale
  – Formularized question which enables an estimation of the attitude
  – Connect with multi-sliding rating scale

*Are you satisfied by the nature of your direct environment?*

1 = not at all
7 = absolutely satisfied
Likert’s Method of summarized ratings

- Collection of an Item-pool
- Validation by evaluator
- Creation of a tentative Attitude value
- Selection of Items

**Attitude:** The preservation of the Ecosystem for the society is...

<table>
<thead>
<tr>
<th>Good</th>
<th>slightly good</th>
<th>Either/or</th>
<th>Slightly bad</th>
<th>bad</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
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**Belief:** I think the danger of wolves for humans is...

<table>
<thead>
<tr>
<th>Very high</th>
<th>High</th>
<th>Either/or</th>
<th>Low</th>
<th>Very low</th>
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<tbody>
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<td>1</td>
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Measurement - Self-assessment

Osgood's Semantic Deferential

• Face with special terms
  • *Nature, Sea, Politics*

• Terms will be described by different Item-assessments

  *My stay in Nature is...*

  Good ___:___:___:___:___:___:___ Bad
  Pleasant ___:___:___:___:___:___:___ Unpleasant
  Recovering ___:___:___:___:___:___:___ Stressy
Guttman Scale

- Affirmation/negation of batched Questions

1. Are you content to enable a conservation area in your country?
2. Are you content to enable a conservation area in your region?
3. Are you content to enable a conservation area in your residential district?
4. Are you content to enable a conservation area in your neighborhood?
5. Are you content to remove from your home to enable a conservation area?

when Question 3 is affirmed, Question 1 and 2 should also be
Thank you for your attention!