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# Attitude & Beliefs in Qualitative and Quantitative Interviews



- Definition and Context
- Influence on Actions
- Measurement of Attitude and Beliefs

## Definition

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- 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

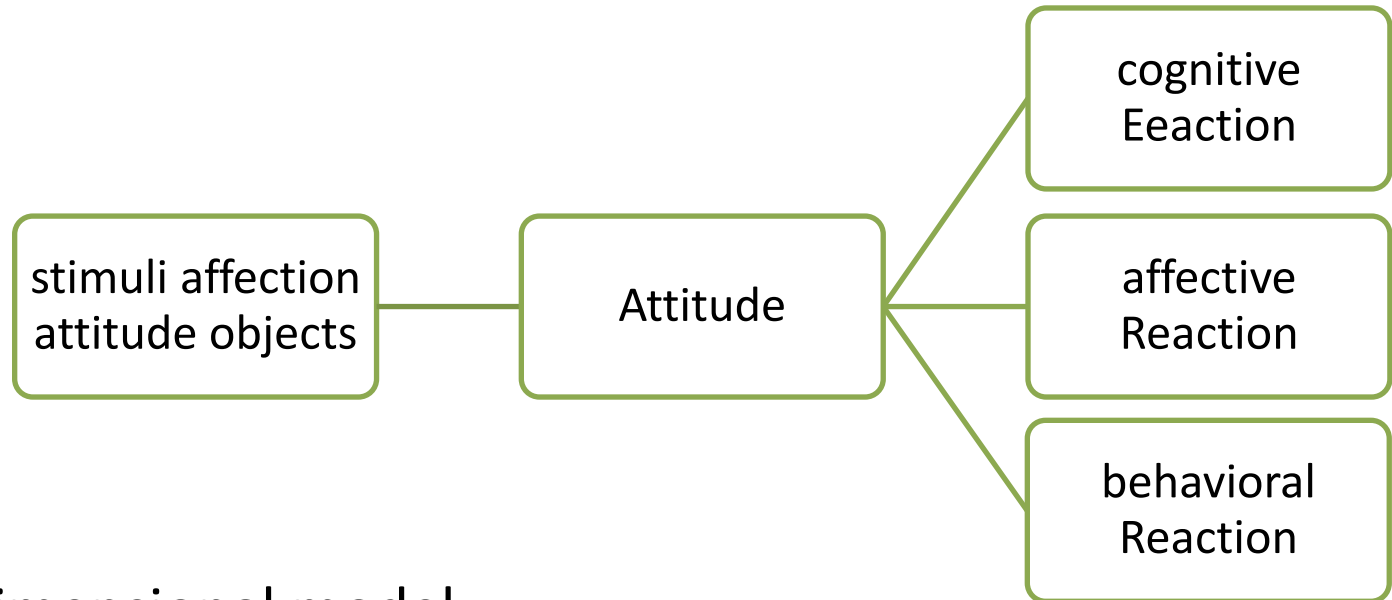
- Belief** → terms that refers to verbal knowledge about something (Guerin)
- conjunction of attribute and attitude object

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

## Definition - Attitude

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- Three-component model:



- One-dimensional model

## Definition - Context

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- 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
  - Typologisation of groups

Attitude towards object Z =  
Amount of subjective probability that object has  
certain feature  $\times$  Assessment of this feature

### Martin Fishbein & Icek Ajzen (1975/1980)

$$\text{Behavioral Intention (BI)} = \text{Attitude (A)} + \text{Subjective Norm (SN)}$$

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

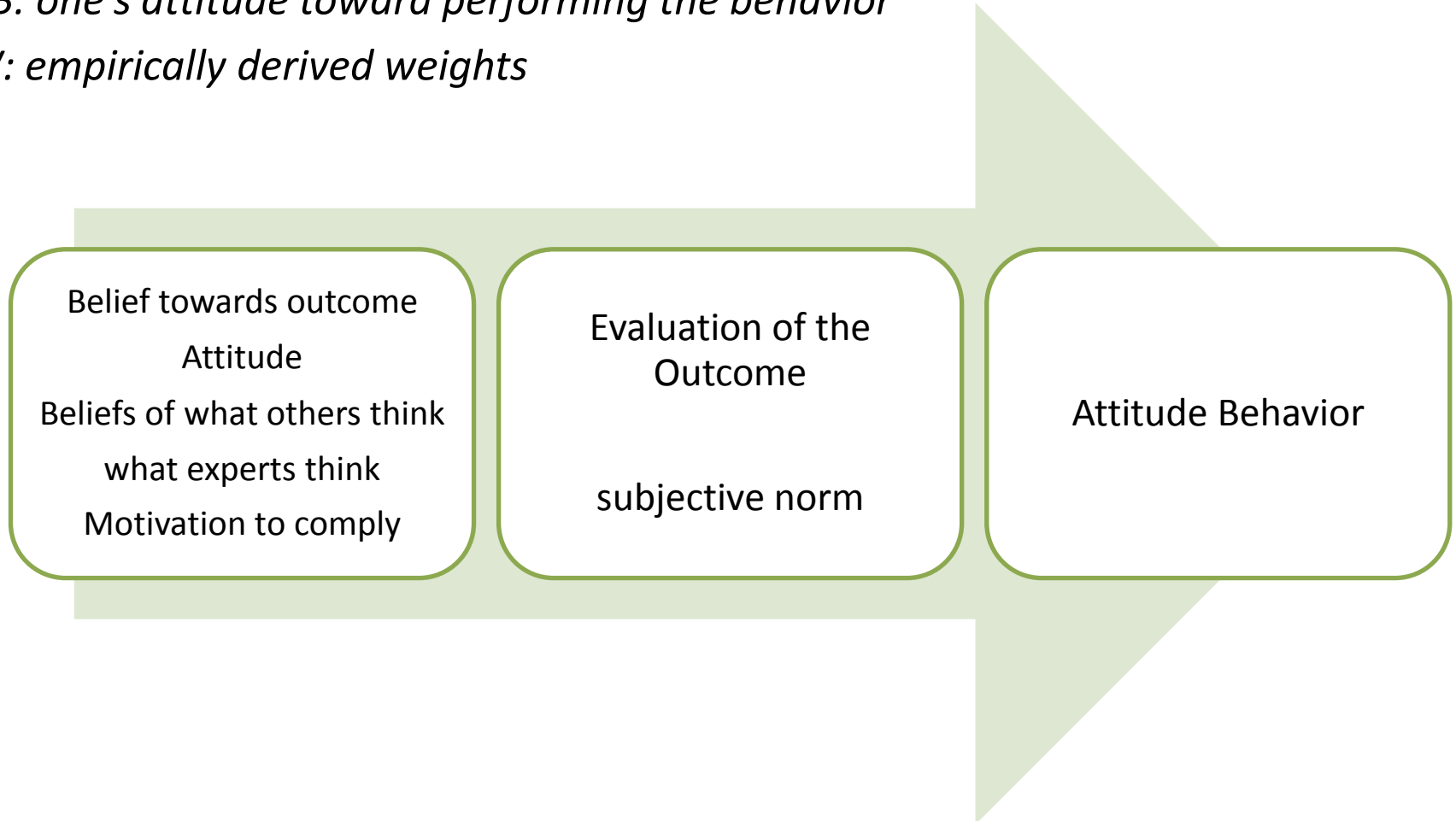
BI was found predict actual behavior

## Affection on actions – Theory of reasoned action

$$(BI) = (AB)W + (SN)W$$

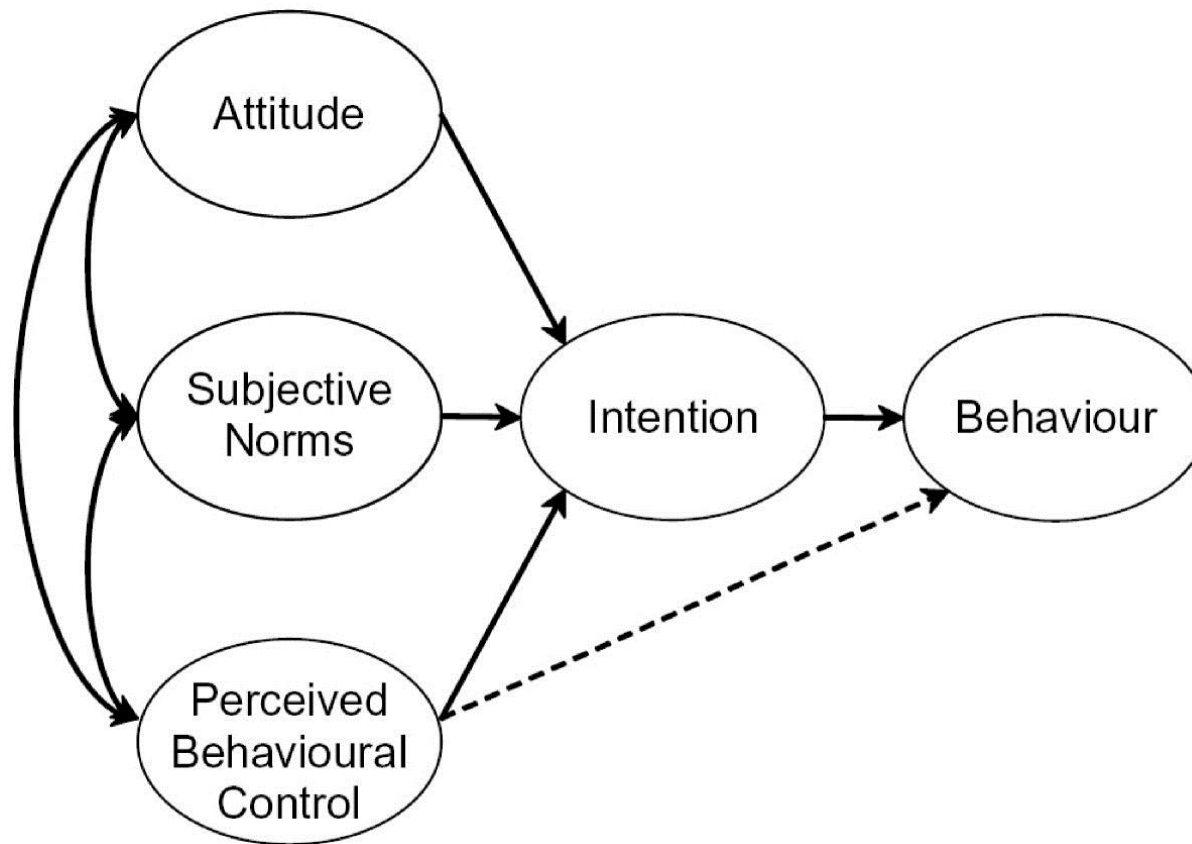
*AB: one's attitude toward performing the behavior*

*W: empirically derived weights*





## Icek Ajzan (1985)



- 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

- 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

## Measurement- Self-assessment

### 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...*

<b>Good</b>	<b>slightly good</b>	<b>Either/or</b>	<b>Slightly bad</b>	<b>bad</b>
1	2	3	4	5

*Belief: I think the danger of wolves for humans is...*

<b>Very high</b>	<b>High</b>	<b>Either/or</b>	<b>Low</b>	<b>Very low</b>
1	2	3	4	5

## Osgoods semantic Differential

- 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 are 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!

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