APPENDIX 5 INFORMAL CRITERIA FOR ATTITUDINAL STATEMENT CONSTRUCTION

(As contained in Edwards (1957, p13)).

(i) Avoid statements that refer to the past rather than the present;
(ii) Avoid statements that are factual or capable of being interpreted as factual;
(iii) Avoid statements that may be interpreted in more than one way;
(iv) Avoid statements that are irrelevant to the psychological object under consideration;
(v) Avoid statements that are likely to be endorsed by almost everyone or by almost no one;
(vi) Select statements that are believed to cover the entire range of the affective scale of interest;
(vii) Keep the language of the statements simple, clear and direct;
(viii) Statements should be short, rarely exceeding 20 words;
(ix) Each statement should contain only one complete thought;
(x) Statements containing universals such as all, always, none and never often introduce ambiguity and should be avoided;
(xi) Words such as only, just, merely and others of a similar nature should be used with care and moderation in writing statements;
(xii) Whenever possible, statements should be in the form of simple sentences rather than in the form of compound or complex sentences;
(xiii) Avoid the use of words that may not be understood by those who are to be given the completed scale;
(xiv) Avoid the use of double negatives.