

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.