



## Development of scale to measure the farmers attitude towards bio-control measures of plant protection

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### ABSTRACT

Due to non-availability of a proper scale to measure farmers' attitude towards bio-control measures of plant protection, it was thought necessary to construct a scale for the purpose. Keeping this in view, an attempt has been made to develop a scale for measuring the attitude of farmers towards bio-control measures of plant protection. The technique chosen to develop the attitude scale was of "Scale Product Method" which combines the Thurston's (1946) technique of Equal Appearing Interval Scale for selection of the items and Likert's techniques of summated rating for ascertaining the response on the scale.

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### INTRODUCTION

Attitude has been defined as "the degree of positive or negative feeling, effect, opinion, action and belief associated with some psychological object". Psychological object may be any symbol, institution, person, phrase, slogan, idea or ideal towards which people may differ from each other with respect to positive or negative aspect. The cognitive component of an attitude consists of the beliefs, which involve attributes like favourable or unfavourable, desirable or undesirable, good or bad etc. The feeling component refers to the emotions which give attitude a motivating character or action tendencies. The action tendency component of an attitude includes all behavioural readiness associated with it. These three components of attitude, are, however, consistently related to each other. The psychological object for the present study has been conceptualized as the bio-control measures of plant protection.

### METHODOLOGY

Among the techniques available for construction of scale, the methodology suggested by Likert (1932) and Edward (1957) was used in

this study for scale construction and for ascertaining the response of the scale. The technique chosen to construct the attitude scale was of "Scale Product Method" which combines the Thurston's technique (1946) of Equal Appearing Interval Scale for selection of the items and Likert's techniques of summated rating for ascertaining the response on the scale.

### Item collection:

The items making up an attitude scale are known as statements. A statement may be defined as anything that is said about a psychological object. As a first step in the developing the attitude scale for bio-control measures of plant protection, a number of statements about bio-control measures of plant protection were gathered from the relevant literature plant pathologists, entomologist, researchers and extension personals who were directly or indirectly exposed to such knowledge system.

### Judges rating of attitude statements:

In order to judge the degree of "Unfavourableness" to "Favourableness" of each statement on the five point equal

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