Purpose
The purpose of this assignment is to edit your Rating Scale, and format it as a measure that could be completed by respondents.

Part A: Feedback on Rating Scale
1. Obtain feedback from other class members on the names and definitions of the construct and sub-constructs you intend to measure. Ask them if each sub-construct is a single thing and if the definitions of the construct and sub-constructs are clear.
2. Obtain feedback from the other class members on the instructions. Are they clear, simple, and helpful? Do they go well with the items? Are they suitable for the intended respondents?
3. Obtain feedback from other class members on the items you wrote. Ask them if the items follow the guidelines for item-writing and if they measure the intended sub-constructs. Ask if they are appropriate for the intended respondents.
4. Provide feedback to other class members on the constructs, instructions, and items that they wrote.

Part B: Revising Your Constructs and Items
1. Revise the names and definitions of your constructs and sub-constructs, based upon the feedback you received.
2. Revise your instructions based upon the feedback you received.
3. Throw out items that do not (a) measure your sub-constructs and (b) follow the item-writing guidelines.
4. Write new items as necessary until you have 6 – 10 well-written items that measure each sub-construct.

Part C: Formatting
1. Now that you have created items for each sub-construct, you are ready to assemble your scale. Decide what title you will put at the top of your measure. The title might or might not be the name of the measure, and might or might not specify what construct you are trying to measure. Sometimes we do not want respondents to know what we are measuring.
2. Format the instructions nicely.
3. Inter-mix the items from the different sub-constructs. When all items use the same response scale, as they do for this assignment, we usually alternate between sub-constructs. Do this, unless there is a good reason not to.
4. Format your measure. Put the name and instructions at the top, then the items and response scale. Create something that could be handed to respondents.

Part D: Scoring Key
1. Create a scoring key for your test. The scoring key has three parts.
   a. The first part includes the names and definitions of the constructs and sub-constructs, and the intended respondents for the scale.
   b. The second part states which sub-construct is being measured by each item, and how each item should be scored. In particular, state whether each item is positively-keyed or negatively-keyed, and state how the positively-keyed and negatively-keyed items are scored.
   c. The third part states how the sub-scale scores and total scores are calculated. If Total Scores should NOT be calculated, state this explicitly.

See the example table on the next page. It contains example answers for the second and third parts of the scoring key.
Example scoring key for when there are no right answers

Animal liking: How much a person likes domestic animals.
Cat liking: How much a person likes cats.
Dog liking: How much a person likes dogs.


<table>
<thead>
<tr>
<th>Item number</th>
<th>Item</th>
<th>sub-construct</th>
<th>Scoring</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I love cats</td>
<td>Cat-liking</td>
<td>positively-keyed</td>
</tr>
<tr>
<td>2</td>
<td>I hate dogs</td>
<td>Dog-liking</td>
<td>negatively-keyed</td>
</tr>
<tr>
<td>3</td>
<td>I hate cats</td>
<td>Cat-liking</td>
<td>negatively-keyed</td>
</tr>
<tr>
<td>4</td>
<td>I love dogs</td>
<td>Dog-liking</td>
<td>positively-keyed</td>
</tr>
</tbody>
</table>

Positively-keyed items are scored
SA = 5, A = 4, N = 3, D = 2, SD = 1

Negatively-keyed items are scored
SA = 1, A = 2, N = 3, D = 4, SD = 5

Cat-liking Scale score is calculated as the sum of items 1 and 3.
Dog-liking Scale score is calculated as the sum of items 2 and 4.
Animal-liking total score is calculated as the sum of the Cat-liking and Dog-liking Scale scores.

What to Hand In
Create a single file that contains your formatted measure and scoring key. Email Dr. Barchard this file as an attachment.