

## Standardization of Scale for Measuring Attitude of Rural Youth towards Poultry Farming

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### ABSTRACT

A scale for measuring the attitude of the rural youth towards poultry enterprise was developed using Likert's method of summated rating. The initially selected 49 items were subjected to the procedure as suggested by Likert. Finally t-values of the individual items were calculated. Only those items having t-values more than 1.75 were included in the final scale. Thus the final attitude scale consisted of 18 items. The scale was found to be highly reliable with the reliable coefficient of 0.835.

**Keywords:** Attitude, scale, items, validity, reliability, editing, statements

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In social and extension researches, attitude of a person or a group towards social problem(s) or group is of paramount importance. It plays a significant role in the adoption or rejection of an innovation. It is needless to mention that the success or failure of any developmental programme or activity to a large extent depends upon the attitude of its clientele towards the proposed programme or any other innovation.

Attitude as defined by Kerlinger (1967) is "the degree of positive or negative feelings associated with some psychological object." Experiences drawn from different studies have demonstrated that the people having favourable attitude towards an object reflects a cumulative positive impact in the form of favourable reactions. It has been found that the people generally accept all those things, which boost their ego and thus form a highly favourable attitude towards the same. Where as they simply abandon the idea which is torturous to them and thus from a relatively negative attitude towards it. So, it is quite evident that attitude plays a crucial role in the adoption behaviour of an individual.

Measuring attitude of a person or a group of persons on scientific lines is quite a complex a task. As, such a psychological phenomenon is not very easy to measure, so there is always felt a dire need for a standardized tool to carry out such a work in the different fields. It calls for developing an appropriate scale particularly for the defined area. In the field of poultry keeping, there is a paucity of a comprehensive attitude scale, which could successfully be used to measure the attitude of the rural youth towards the enterprise. So, an attempt has been made in the present paper for developing an attitude scale to measure the attitude of the poultry rural youth towards poultry enterprise.

### METHODOLOGY

The attitude scale was developed by using the Likert's method of summated rating. It has been named after Likert who claimed that the method of summated rating is simpler and easier to apply in developing an attitude scale.

### (a) Collection of statements

A number of statements relating to each of the sub-unit of the poultry farming e.g. production, consumption, social, economic, management aspects etc. considering poultry as a viable enterprise were collected from the available literature, consultation with the concerned specialists, progressive poultry farmers, rural youth and other resource persons. At this stage 49 statements were collected.

### (b) Editing the statements

Following the criteria suggested by Want (1932), Thurstone and Chave (1929), and; Likert and Edwards (1957), the statements were edited. This was done to avoid factual statements, irrelevant statements, double negatives, to make the wording of the statements simple, short and likely to be endorsed by everyone. At this stage the number of statements got reduced to 32.

### (c) Selection of scalable statements

After initial scrutiny, a few scalable statements were selected with the help of experts of poultry science. They selected 27 items as the appropriate scalable items from 32 items provided to them.

### (d) Applying Likert's method of summated rating to the scalable statements

After selecting scalable statements, they were administered to a random sample of 28 rural youth selected from 7 villages of Doda district of Jammu and Kashmir with the assumption that they would exactly be similar to the respondents for whom the scale was to be developed. They were asked to give their responses individually on a five point continuum to the statements i.e. strongly agree, agree, undecided, disagree and strongly disagree. After recording their responses, scores were assigned to each item for each individual. For positive statements score of 5,4,3,2 and 1 were given to strongly agree, agree, undecided, disagree and strongly disagree responses respectively. However, for negative statements, scores of 1,2,3,4 and 5 were given to strongly agree, agree undecided, disagree and strongly disagree responses respectively. Following this scoring

pattern, the responses were decoded on tally-sheets and total score obtained by each respondent as well as for each statement was summed up. Then the respondents were arranged in descending order on the basis of total score obtained by them. In order to determine the discriminating power more succinctly, on the basis of total scores, top 25 percent and lowest 25 percent respondents were selected for further analysis and 50 were eliminated. It gave rise to two extreme quartiles i.e. higher and lower quartiles.

### (e) Computation of t-values

For evaluating the responses of high and low groups to the individual statements, critical ratio (t-value) was worked out using the formula:

$$t = \frac{\bar{XH} - \bar{XL}}{\sqrt{\frac{\sum (XH - \bar{XH})^2 + \sum (XL - \bar{XL})^2}{n(n-1)}}$$

$\sum XH^2$  = Sum of squares of individual scores in high group

$\sum XL^2$  = Sum of squares of individual scores in low group

$\sum (XH)^2$  = Square of sum of individual scores in high group

$\sum (XL)^2$  = Square of sum of individual scores in low group

XH = Mean score of a given statement for high group

XL = Mean score of a given statement for low group

### (f) Final selection of items

As suggested by Likert (1932), and subsequently Thurstone (1961), only those statements having "t-value" greater than 1.75 were selected for their inclusion in the attitude scale, others were rejected. Thus only 18 statements constituted the attitude scale for measurement of attitude of rural youth towards poultry enterprise.

### (g) Reliability

Reliability of the scale so developed was judged by using the split-half method. Scale was divided into two equal halves taking even items under one

**Table 1:** A scale to measure attitude of the rural youth towards poultry enterprise

Sl. No.	Statement	Critical value (t-value)
1	Poultry farming can strengthen economic condition of the rural youth*	3.59
2	Poultry is highly sensitive to diseases, so one should not adopt poultry from the fear of diseases*	2.97
3	Personal and social problems can be solved through poultry farming	0.67
4	Lower caste people can never get advantage from poultry farming	1.04
5	Poultry farming should be started after proper deliberations and sound planning*	2.81
6	Available resources can be optimally utilized by poultry farming*	4.69
7	Poultry meat has to compete with the meat of other animals	0.71
8	Poultry production and consumption are related to sin*	6.29
9	Poultry farming is a technical and challenging venture*	5.16
10	Poultry farming cannot improve the social status of the rural youth	0.97
11	Proper management practices are generally not required in case of poultry enterprise*	2.69
12	High caste people should not have hesitation in opening opening the poultry farms*	3.42
13	Poultry farming is neither a dynamic nor a rapidly progressing venture*	3.06
14	Land unsuitable for cultivation can be successfully utilized for constructing a poultry house*	2.99
15	Poultry vocation is mere a wastage of time, energy and money	0.17
16	One should not keep irrelevant restrictions and other taboos in mind while deciding to set up a poultry farm*	4.62
17	The growing pressure on land due to population explosion can be reduced by poultry farming*	3.27
18	Loss in poultry can be reduced but can never escaped	0.75
19	Rural youth can get advantage of poultry when other crops cannot be grown*	4.72
20	Poultry farming has potential to provide employment opportunities to small and marginal rural youth and unemployed youth*	3.09
21	In poultry, one has to work with live birds which is highly cumbersome and tiring*	5.70
22	Poultry farming does not give proper work to all the members of the family	0.79
23	Educated youth do not opt for poultry as it required high labour*	3.14
24	Record keeping in poultry is not essential as this profession can be carried out without it*	3.21
25	One should avoid use of poultry meat and eggs	0.61
26	Good start in poultry gives good turnover*	2.89
27	Increased modernization has positive impact on poultry enterprise	1.02

\*: Selected for inclusion in attitude scale

sub-group and odd items under the other. The two sub-scales were then introduced as the independent scales to 8 respondents (other than those to whom it was earlier administered). The responses so obtained were utilized for calculating the reliability coefficient. The value of reliability coefficient came to be 0.835, which indicated that the scale was highly reliable.

#### (h) Validity

Validity of the scale was judged by jury opinion method. The scale was presented before the experts of poultry. They all rated the scale as highly valid for measuring the attitude of the poultry rural youth.

## RESULTS

### (i) Administration and scoring

The final scale consisted of 18 statements of which 9 were positive and negative. The scale was to be administered for taking responses on a five point continuum i.e. strongly agree, agree, undecided, disagree and strongly disagree. The pattern of scoring would be 5 score for strongly agree, 4 for agree, 3 for undecided, 2 for disagree and 1 for strongly disagree responses in case of positive statements. Contrary to it, in case of negative statements, the pattern of scoring would be 5 score for strongly disagree, 4

for disagree, 3 for undecided, 2 for agree and 1 for strongly agree responses.

### Implications

Thus, the finally developed scale consisted of 18 statements, which can be used effectively to measure the attitude of the rural youth towards poultry enterprise for selection of beneficiaries for various developmental programmes pertaining to poultry.

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