

# Scaling: A Sourcebook for Behavioral Scientists

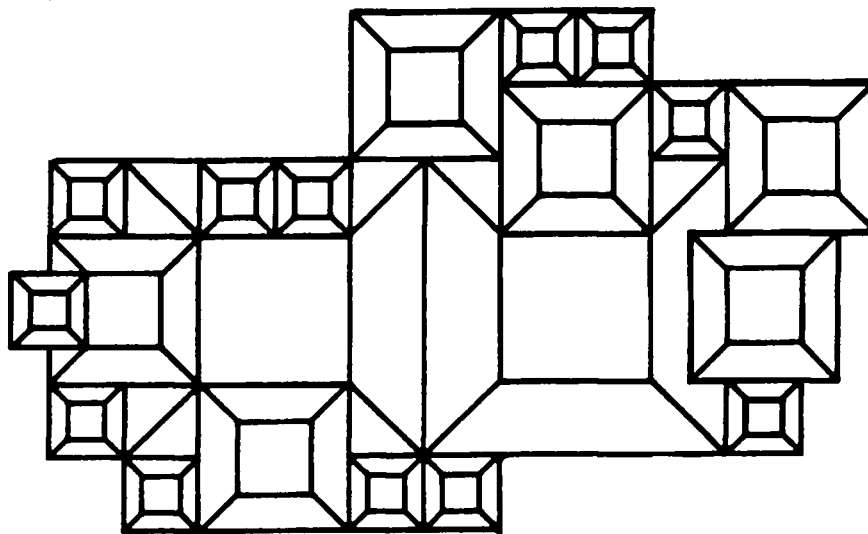
Edited by Gary M. Maranell

Despite the obvious importance of measurement in any scientific endeavor, few students of the social sciences receive adequate training in the principles and problems of assigning numerical values to their operations, and still less in the process of translating theoretical ideas and concepts into variables.

*Scaling* is intended to remedy this deficiency by providing a broad and detailed description of the major processes for developing measurement scales. The articles selected include both classics in the field and the best of modern work, require no great mathematical sophistication, and go well beyond the conventional study of attitudes to the more general uses of scaling. They enable the student and researcher to examine the development of measures of scalability and the problems and weaknesses they present, to become familiar with the development of tests of significance for reproducibility and scalability and the need for them, and to examine the lively history of the subject and experience the excitement that can be secured from sharing with a creative author the first report of his insight.

Part One of the book presents a series of general articles that deal in philosophic terms with the problem of measurement, with what is meant by measurement and scaling as well as the notions underlying the process of measuring. Part Two deals with the scaling methods developed by L. L. Thurstone, including paired comparison scaling, equal-appearing interval scaling, and successive interval scaling. The third Part focuses upon scalogram analysis, presenting the background, rationale and procedures for Guttman scaling. The fourth Part is concerned with summated rating, or Likert scaling. Part Five is a consideration of unfolding theory and methods. Part Six is made up of articles that focus on various special cases and problems relevant to scaling. The book also contains an unusually full reference bibliography and a set of convenient reference tables.

This sourcebook provides an introduction and overview of the measurement techniques appropriate throughout the social sciences and will be invaluable to students, teachers and researchers in many fields.



## Contents and Contributors:

### Introduction

Part I: Measurement and Scaling—Ernest Nagel, S. S. Stevens, Cletus J. Burke

Part II: Thurstonian Methods—L. L. Thurstone, Bert Green, Robert T. Ross, Allen L. Edwards

Part III: Scalogram Analysis—Samuel A. Stouffer, Louis Guttman, B. W. White and E. Saltz, Karl F. Schuessler, Roland J. Chilton, Carmi Schooler

Part IV: Summated Rating Methods—Rensis Likert, John P. Robinson, H. J. Butcher, P. K. Poppleton and G. W. Pilkington

Part V: Unfolding Theory—C. H. Coombs, David Goldberg and C. H. Coombs

Part VI: Related Materials—Allen L. Edwards & F. P. Kilpatrick, S. A. Stouffer et al, Robert K. Leik and M. Matthews, Sanford Labovitz, Frederic M. Lord

Part VII: Bibliography, Tables, Index

Gary M. Maranell is Professor of Sociology at the University of Kansas, Lawrence.

April 1974. ISBN: 30226-1. 416 pp. \$15.00. cloth. •

## CORRIGENDA

Denning, Gerald L. "Historical, Procedural, and Pedagogical Aspects of Sociolinguistics." Kansas Journal of Sociology IX (Fall, 1973):201-208.

Page	Line	Correction
204	17 from bottom	Replace <u>gedendt</u> with <u>gedenkt</u>

Drake, Glendon F. "Black English and the American Value System." Kansas Journal of Sociology IX (Fall, 1973):217-227.

225	7 from bottom	Replace <u>(Sledd, 1969:1314-1315)</u> with <u>(Cooper:1973:3)</u>
-----	---------------	--

Insert in references:

Cooper, Robert L.

1973 "Language science and national development: a review article." Prospects: a quarterly journal of UNESCO (Spring).

Fishman, Joshua A. "The Phenomenological and Linguistic Pilgrimage of Yiddish." Kansas Journal of Sociology IX (Fall, 1973):127-136.

127	2nd from bottom	Replace <u>"wealthy</u> by <u>"wealthy"</u>
127	bottom	Replace <u>repertorie</u> with <u>repertoire</u>

Woodward, James C., Jr. "Some Observations on Sociolinguistic Variation and American Sign Language." Kansas Journal of Sociology IX (Fall, 1973):191-200.

191	7	Replace <u>linquist</u> with <u>linguist</u>
195	7 from bottom	Replace <u>356</u> by <u>712</u>
195	5 from bottom	Replace <u>10.6</u> by <u>90.6</u>
198	18 from bottom	Replace <u>Sociolinguistics</u> by <u>Sociolinguistic</u>

**THE KANSAS JOURNAL OF SOCIOLOGY  
BACK ISSUES AND SUBSCRIPTIONS**

**Price Quotations**

Volume	United States	Canada and Mexico	Other Countries
VII and following	5.00	5.50	6.00
I – VI (excluding V)* singly	2.50	3.00	3.00
I – VI (excludes V)* as a set	8.00	10.00	10.00

\* Volume V (1969) was not published.

Please use this convenient form

THE KANSAS JOURNAL OF SOCIOLOGY  
The Department of Sociology, Fraser Hall  
The University of Kansas  
Lawrence, Kansas 66045

Please enter my subscription to THE KANSAS JOURNAL OF SOCIOLOGY for \_\_\_\_\_ years (four issues per volume for volumes I–VII and two issues per year for volumes after VII) at the above quoted prices.

Vol. I (1965) \_\_\_\_\_ Vol. IV (1968) \_\_\_\_\_ Vol. VIII (1972) \_\_\_\_\_ Vol. XI (1975) \_\_\_\_\_  
Vol. II (1966) \_\_\_\_\_ Vol. V (1970) \_\_\_\_\_ Vol. IX (1973) \_\_\_\_\_ Vol. XII (1976) \_\_\_\_\_  
Vol. III (1967) \_\_\_\_\_ Vol. VII (1971) \_\_\_\_\_ Vol. X (1974) \_\_\_\_\_ Vol. XIII (1977) \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Amount Enclosed \$ \_\_\_\_\_

Please make checks payable to THE KANSAS JOURNAL OF SOCIOLOGY

Special annual rate for students and ASA members – \$4.00