

Steps in the Construction of a Standard Questionnaire
According to the Theory of Reasoned Action

1. Define the behavior of interest in terms of its action, target, context, and time elements.

Example: Voting in the next presidential election.

In this example, only action (voting), target (presidential election), and time (the next election), are specified. Make sure that your criterion measure corresponds exactly to the behavior you have in mind.

2. Define the corresponding behavioral intention.

Example: Intention to vote in the next presidential election

Proposed measurement format

I intend to vote in the next presidential election

likely _____:_____:_____:_____:_____:_____:_____ unlikely
extremely quite slightly neither slightly quite extremely

3. Define the corresponding attitude and subjective norm.

Examples: (a) Attitude toward voting in the next presidential election

(b) Subjective norm with, respect to voting in the next presidential election.

Proposed measurement format

(a) Attitude¹

My voting in the next presidential election

good _____:_____:_____:_____:_____:_____:_____ bad
extremely quite slightly neither slightly quite extremely

harmful _____:_____:_____:_____:_____:_____:_____ beneficial
extremely quite slightly neither slightly quite extremely

rewarding _____:_____:_____:_____:_____:_____:_____ punishing
extremely quite slightly neither slightly quite extremely

unpleasant _____:_____:_____:_____:_____:_____:_____ pleasant
extremely quite slightly neither slightly quite extremely

¹ Any standard scaling procedure can be used to measure attitude toward the behavior. If the semantic differential is used, the adjective scales included must be evaluative in nature. The four scales listed above are merely illustrations.

(b) Subjective norm

Most people who are important to me think

I should _____ : _____ : _____ : _____ : _____ : _____ I should not
extremely quite slightly neither slightly quite extremely

vote in the next presidential election

Steps 1 through 3 permit prediction and explanation of behavior at the general level. To obtain substantive information about the cognitive foundation underlying the behavior, it is necessary to complete steps 4 and 5.

4. Elicit salient outcomes and referents.

Examples: A sample of respondents, representative of the population studied, is asked the following questions.

(a) Salient outcomes

- (1) What do you see as the advantages of your voting in the next presidential election?
- (2) What do you see as the disadvantages of your voting in the next presidential election?
- (3) Is there anything else you associate with your voting in the next presidential election?

(b) Salient referents

- (1) Are there any groups or people who would approve of your voting in the next presidential election?
- (2) Are there any groups or people who would disapprove of your voting in the next presidential, election?
- (3) Are there any other groups or people who come to mind when you think about voting in the next presidential election?

These responses are used to identify modal salient outcomes and referents. Construct behavioral belief statements linking the behavior to each salient outcome and normative belief statements with respect to each salient referent.

5. Define behavioral beliefs, outcome evaluations, normative beliefs, and motivation to comply.

- Examples:
- (a) Behavioral belief: My voting in the next presidential election will help Candidate X get elected.
 - (b) Normative belief: My parents think I should vote in the next presidential election.

Proposed measurement format

(a) Behavioral beliefs

My voting In the next presidential election will help
Candidate X get elected

likely _____ : _____ : _____ : _____ : _____ : _____ : _____ unlikely
extremely quite slightly neither slightly quite extremely

(b) Outcome evaluations

helping Candidate X get elected

good _____ : _____ : _____ : _____ : _____ : _____ : _____ bad
extremely quite slightly neither slightly quite extremely

(c) Normative beliefs

My parents think

I should _____ : _____ : _____ : _____ : _____ : _____ : _____ I should not
extremely quite slightly neither slightly quite extremely
vote in the next presidential election.

(d) Motivations to comply

Generally speaking how much do you want to do what your parents think you should do?

Not at all _____ : _____ : _____ : _____ : _____ : _____ : _____ Very much