Rating scale
Observation

• Two classes of behavior observation
• Observation of actual behavior
• Observation of Remembered behavior
• Observation of actual behavior is easier than remembered behavior because in former the observations are readymade and observer has simply make decisions on the basis of what is around him whereas in latter observer has to make decisions on the basis of previous experience and on his ability to perceive what an object look like.
• Rating scale measures both observed as well as remembered behavior.
Definition

• **Rating defined** as a technique through which

The observer or rater categorizes the person, event
or an object on a continuum represented by a
series of continuous numerals. The experience may
be direct, indirect or remembered. Rating scale
usually has two, three, five, seven, nine or eleven
points on a line with descriptive categories at both
the ends followed by sometimes with the
descriptive category in the middle of the
continuum.
Components of Rating Scale

• Rating scale has two components-
  • Stimulus variable
  • Response options

• **Stimulus variable** consist of trait names or qualities to be rated.

• **Response options** consist of numerical or descriptive categories.
Types of Rating scale

On the basis of statistic

• Numerical
• Ordinal
• Interval
• Ratio
• Nominal scale – numbers
• Ordinal – rank
• Interval – intervals
• Ratio – two parameters
• According to Guilford Rating scales are of six types-
  • Numerical rating scale
  • Graphic scale
  • Percentage rating
  • Standard scale
  • Scale of cumulated points
  • Forced choice scale