INTRODUCTION

Study of Social Attitudes:

Human behaviour is indeed a very complex phenomenon and presents the greatest hurdles in its understanding and evaluation. Social scientists, however, have probed this field from various viewpoints. In this context, the study of social attitudes of people has gained prime importance. Attitudes as the governing tendencies of human behaviour, occupy a place of fundamental importance in the field of social psychology. A man's total behaviour is the reflection of his deep underlying attitudes which are the controlling forces in all our actions. Foremost in the study of human behaviour, is the study of these controlling forces. The psychologist, therefore, is rightly prompted to regard the study of social attitudes as the central problem of social psychology. Clark (1924), as far back as 1924, stated that the study of social attitudes "should become one of the primary objectives of social psychological effort" (p. 345).

We all live in society and our inter-actions and reactions form a process of socialization. Socialization, in turn, results in the formation of attitudes and
and attitudes become the determining tendencies of our behaviour. It is for this reason that the importance and value of an attitude study becomes at once obvious. This was stressed 30 years back by Murphy, Murphy and Newcomb (1931); "Perhaps no single concept in the whole realm of social psychology occupies a more nearly central position than that of attitudes" (p. 389). The same views are maintained even today; "probably no branch of social psychology has received more attention than the problem of social attitudes" (Kuppuswami 1961, p. 192).

The importance of the study of social attitudes is stressed by a host of research workers like Bird (1940), Krech and Crutchfield (1948), Bonner (1953), Brahmachari (1954), G.W. Allport (1935), Hammers (1954) and many others.

The topic "attitude" appears in every book of social psychology and each writer has emphasized the importance of attitudes studies. We may sum up the importance of the study of attitudes in Sargent and Williamson's (1958) words, "some would describe attitudes as the flywheels of social psychology... probably no single area in social psychology has been the subject of so much experimentation... attitudes are one of the most dynamic factors in social behaviour" (p. 224).
Conceding that the study of social attitudes is of prime importance, we are faced with the problem of its measurement. This phase would be very much incomplete without the availability of adequate tools and instruments. Thus, the crux of the problem, which draws our attention at the outset, is the construction of suitable instruments for measuring various aspects of human behaviour.

Need of Social Attitude Scales:

In the modern scientific era, when the entire physical phenomena is sought to be reduced to mathematical formulae, psychological measurement stands out as an equally important field. Spranger (1928) has rightly said that the study of man is more worthy of consideration than any other science. In our present-day civilisation, the progress is so fast that it is proceeding from two perspectives. At one end is the greater attention being paid to automation and mechanization. At the other end is the increasing realisation of the importance of the human factors. The psychologist wants to study human behaviour in its very many manifestations. The characteristics of human beings which were previously supposed to be beyond the scope of measurement are no longer considered to be so. Today "the social sciences, such as psychology and sociology, are endeavouring to study these subjects rationally and impartially in the same manner as the physicist studies the atom or the physiologist the working of the body" (Vernon 1956 p. V).
Psychological measurement is, therefore, an important and close concern to all of us. A student who wants to make a successful career for himself must know in advance his capacities, abilities, interests, aptitudes etc. A knowledge of all these factors would certainly enable him to chose a more successful career. A manufacturing concern must know the reaction of its consumers towards its products. A knowledge of the needs, likes and means of consumers will help in the design and manufacture of more marketable products. We are all confronted with the measurement of psychological qualities in our day-to-day activities. "Psychological measurement is a part of our everyday living" (Nunnally 1959, p.)

No doubt the casual observation of human behaviour and discussion of social issues is persistent in all societies. We, however, have to go a step further. The psychologist is no more content with crude observations and qualitative analysis of human behaviour. He seeks quantification and objective scales, that will measure human behaviour with exactness.

Considerable progress has been achieved in this direction. This has led to the development of various scales, inventories, questionnaires, etc. The market is flooded with tests of personality, intelligence, aptitudes, interest, achievement and attitude. Yet, and justifiably too, there is a forward struggle to achieve greater accuracy in the consistency and predictive value of these instruments.
We, in India, have not made so much progress in this area, as the advanced western countries have done. For obvious reasons of differences in cultural, social and environmental conditions, we are not in a position to utilise the scales developed in other countries. Though, much progress has been made in developing procedures for preparing "scales" to measure quantitatively attitudes of human beings, which at one time were considered to be intangible, we have not yet reached the stage of developing such scales which would be entirely free from cultural and environmental conditions. We must construct scales for our population, in our environment and in the context of our social milieu. It would be very hazardous to pick up a scale developed in the west and apply it to measure attitudes of our population. There are differing features such as language, customs, political policies, economic ideologies, etc. that have their significant impact.

Specially, in the field of social attitudes, the prevailing social conditions have to be taken into account. For example, attending birthday parties, going to ballroom dances, picnics, etc. are important indicators of "sociability" in European countries. These may not have as much significance in our country. Our concepts of sociability are certainly different. Hence, inspite of the existence of social attitude scales developed elsewhere, the need still remains of developing scales relevant for our population.
The practical implications of such constructed attitude scales are manifold. Fundamentally, there are two specific reasons for measurement in this area. Firstly, measurement contributes to our theoretical knowledge and understanding of the complex phenomena of social attitudes. Secondly, it has the immense practical value dealing with prediction and control of human behaviour. For example, we are constantly engaged in comparing the attitudes of individuals or groups; in observing changes in attitudes; planning adequate means and ways of applying corrective measures to wrongly held attitudes; and channelising the existing attitudes into desirable directions. A political party, for example, can utilise the knowledge of people's attitudes for devising a canvassing scheme with greatest appeal for success at the polls. A government can evaluate its welfare programmes and their utility and effectiveness. An industry can increase its sale by a knowledge of the likes and dislikes of the population catered for.

Some of the areas in which application of the knowledge of social attitudes is of great value can be stated thus:

1. In business: Business depends upon the good-will of the consumers. To be successful in selling his goods, the businessman must study the wants, as well as the attitudes of likes and dislikes of his customers towards his goods. Favourable attitudes must be created, in the public, towards the company and its products to effect increase in sales. Techniques of advertising and consumer research help a great deal in advancing the sale of products. Surveys of public
opinion in specific fields give indications of directions for modifications and changes required.

2. In industry: Improvements in labour management relations workers' attitudes etc. have favourable influence upon productivity. Strikes, absenteeism, labour turnover, slowdowns, etc. are usually traceable to undesirable attitudes of the workers. The way employees feel about their jobs, the company policies, the employers, is an important factor.

3. In government: A good government is required to serve its people in accordance with their wishes and desires. In a democratic government specially, it is important to know the public attitudes, their desires, wishes and feelings. Many a wrong policies of the government can be corrected by public opinion polls and attitude surveys. These can become useful tools in the hands of administrators and legislators.

4. To the community in general: It is important to study the attitudes towards government, racial, ethnic, language groups, crime, marriage, religion, various other institutions and many such other issues. Considerable light may, thus, be thrown on the various aspects of social order in which we live. This information can be utilised for social change and control.

Adequacy of the Sample:

The need for the construction of social attitude scales has well been emphasized. The present investigation deals with the construction of scales to measure attitudes in various specified areas. The development and standardisation of such scales is a very lengthy and elaborate process.
It requires a stable group in large numbers to standardise the scales. Moreover, since the scales in the present study consist of a series of statements, an educated group is essential. Student population of our colleges was found to be adequate for this purpose. The typical college student presents an important case of psychological study. For a comprehensive understanding of student behaviour, the problem should be tackled from various angles. One such approach is the study of their social attitude patterns. The scales developed will enable us to assess the attitudes of our people.

**Design of Study:**

The present study deals with an analysis of social attitudes and construction and standardisation of five social attitude scales. Here, an attempt has been made to review the literature on social attitudes with special reference to scaling methods adopted for their measurement. We then proceeded with the construction and standardisation of scales for the measurement of five dimensions of social attitudes.

Since social attitudes are markedly influenced by socio-cultural factors, we are not in a position to use scales constructed elsewhere. As has been discussed earlier, we must develop our own yardsticks based upon our cultural milieu. Unfortunately, efforts in this direction have been very meagre in our country. This study, therefore, aims at constructing attitude scales to measure certain social issues.
The earlier efforts of psychologists in this direction have been limited to either constructing separate scales for each specific issue or factor-analysing a host of issues and extracting dimensions to construct scales. The present study adopts a new approach. This consists of first classifying the wide social attitude area into a few comparatively homogeneous regions. We then proceed to construct scales for each of these regions. The scales being constructed over a wide social attitudinal area which incidently is very important and useful to measure. Equally noteworthy is the fact that these scales are being constructed in Hindi, the national language of India.

In this process the first step was to compile a list of social issues, which were deemed to be worthy of measurement. In order to adequately arouse the opinions of various groups, the issues selected for coverage were important, controversial and debatable ones. Coverage was given to such areas as marriage, divorce, rights of women, nationalization of industries, trade unions, world citizenship, world government, God, religion, war, capital punishment, etc. The list compiled consisted of a total of 76 such issues.

On the basis of expert advice and references to previous studies, these issues were subjected to groupings. The criterion used in doing so was the similarity of content. This resulted in the emergence of five comparatively homogeneous regions.
The method adopted here to construct scales for each of these regions was Edwards and Kilpatrick's (1940) scale-discrimination technique with suitable modifications. Sample for the study was drawn up from amongst university students from all disciplines of study.

The five scales developed along the above mentioned lines are: 1. Social Progressivism Scale; 2. Economic Progressivism Scale; 3. Nationalism-Internationalism Scale; 4. Religionism Scale; and 5. Toughmindedness - Tendermindedness scale. The final scales comprised of 20 to 24 items each, out of about a thousand originally collected items. The reliability was tested by the split-half method. Validity was processed by four methods, namely, content validity, internal consistency, jury validity and correlation with self ratings.

Summary: Over the past 30 years the study of social attitudes has been gaining in importance. A few of the numerous writers who strongly support this view have been cited here. The need of such a study and the several practical implications of it are also outlined. However, progress in the construction of social attitude scales has been rather slow in India. The present study thus attempts to construct attitude scales in our socio-cultural setting.