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Indian Journal of Extension Education
Year : 2019, Volume : 55, Issue : 1
First page : (8) Last page : (15)
Print ISSN : 0537-1996. Online ISSN : 2454-552X

A Psychometric Process to Develop and Validate a Scale to Measure Attitude towards aAQUA e-Agriservice

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Online published on 12 April, 2019.

Abstract

Attitude is increasingly being recognised as an important aspect to identify one's preference towards particular things. The present study has undertaken to evaluate the psychometric properties of a scale developed to measure attitude. The specific development and validation processes used were: item analysis, content and face validity, construct validity using factor analysis, reliability and internal consistency using test-retest reliability and Cronbach's alpha correlation coefficient. The exploratory factor analysis revealed four factors: pessimistic, utility, technical and efficacy perspective. The items on the Attitude Scale (AS) revealed factor loadings ≥ 0.5 . Reliability processes indicated that the AS is reliable: Cronbach's alpha 0.91 for the overall AS and between 0.77–0.90 for the four scales and test-retest revealed stability of the responses. The reliability measure has shown the internal consistency between the items of the scale. The final scale consists of 22 items and the psychometric indicated that it is valid and reliable.

Keywords

aAQUAe-Agriservice, Attitude scale, ICT, Reliability, Validity.

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