

Contents

FIGURE 1:	Procedures for Instrument Development	2
FIGURE 2:	The Relationship between Item Affectivity and Item Discrimination for the 10 Items in the Pilot Study of 20 Participants	7
FIGURE 3:	Pictorial Representation of Item- and Person- Locations on the (0 – 1) line	11
FIGURE 4:	A Scattergram of Computer Network Attitudes Scores and Mac Attitudes Scores for $N = 20$ Participants	18
FIGURE 5:	Frequency Distribution of Raw Score, X , for $N = 20$ Participants	21
TABLE 1:	Possible Combinations of Ten Item-Scores	4
TABLE 2:	Re-order Data by Guttman Method	6
TABLE 3:	Item Affectivity and Item Discrimination for the 10 Items	7
TABLE 4:	Order of Items	9
TABLE 5:	Relative Score and Person Discrimination for Selected Participants	10
TABLE 6:	Order of Persons	10
TABLE 7:	Probability of Responding Positively to Items of Varying Levels of Affectivity	12
TABLE 8:	Distribution of Option Responses for the 10-items	14
TABLE 9:	Variances of Item Scores	16
TABLE 10:	Scores on the two Attitudes Scales of the 20 Participants	17
TABLE 11:	Scale Items and Descriptive Statistics	20