What Do You Want to Measure?

	Question Type	Examples
Attitudes / Preferences / Perceptions	Likert (summative rating) scale • Set of items approximately equal in value • Typically includes degree of agreement or disagreement Value Scale • Measure of a person's preferences for ideas, behaviors, or things • Yes/No, Agree/Disagree	*As you look to the future, how important is it to you to get a good education?* Not important at all, Not too important, Somewhat important, Quite important, Very important *Stressful situations are very hard for me to deal with.* Strongly Disagree, Disagree, Not Sure, Agree Strongly Agree
Knowledge/ Skills	Constructed Response • Short answer/essay responses Selected Response • True/False • Multiple Choice	*Birth control pills protect against HIV/AIDS True, False* Most violent acts begin with a conflict. True, False, I don't know *Abstinence is voluntarily choosing not to engage in sexual activity.* Strongly Disagree – Strongly Agree
Behavior	Behavioral Anchors Behavior Rating Scales • Category rating scales • Check Lists Numerical Rating Scales	*In the past 3 months, approximately how many times have you had sex with Partner 1?* None, 1, 2-5, 6-10, 11-20, 21 to 30, More than 30 *Since you started this class, have you had sex?* Yes, No, Not sure *Since you started this class, have you ever been pregnant or fathered a child?* Yes, No, Not sure
Behavioral Intentions	In what period of time? • Past/Next six months is often used • Current Regularity Completeness Amount	*I will use a condom the next time I have sex with a male partner (circle only one):* A. Strongly Disagree (1), B. Sort of Disagree (2), C. Sort of Agree (3), D. Strongly Disagree (4) *If someone tried to get you to have sex with them during the next year, what would you do?* I definitely would not do it, I probably would not do it, I'm not sure whether I would do it or not, I probably would do it, I definitely would do it