Contents

	Preface	vii
I	The Nature of Attitude	I
2	The Logic of Attitude Measurement	28
3	Interviewing and Self-Administered Questionnaires	55
4	Standardized Methods of Data Collection	83
5	Indirect Methods of Attitude Measurement	116
6	The Application of Scaling Models	150
7	Intensity, Salience and Ego-Involvement	186
8	The Measurement of Attitude Structure	207
9	Attitude Measures and the Prediction of Behaviour	239
•	Selected Bibliography	262
	References	266
	Index	285
		v