

"New Developments in Survey Methodology" Course Series

Course 1: "Attitudes and their measurement using subjective reference points"

Date: October 27-28, 2010, from 11h00-13h00 and 14h30-17h30.

Place: Universitat Pompeu Fabra. Edifici Roger de Llúria, room 40.035. Carrer de Ramón Trias Fargas 25-27 (metro Ciutadella - Villa Olímpica). Barcelona, Spain.

The course will be taught by **Prof. Dr. Ákos Münnich**, Director of the Institute of Psychology and Head of the Department of Social and Work Psychology of the University of Debrecen, Hungary.

Short description of the course:

It is widely accepted that attitudes are best defined as overall evaluations of objects. Recently it has also become accepted that evaluations are comparative in nature, and relative to norms or standards (reference points). During the course we will go through the steps to develop models fulfilling some general requirements of subjective evaluation.

The course consists of four parts. First, we briefly discuss several issues regarding the role, structure, function, strength, ambivalence, etc. of attitudes. Second, we discuss some measurement problems of measuring attitudes (including implicit attitudes). Third, issues regarding relative subjective evaluations and aggregations of evaluations will be discussed, and a new model of subjective evaluations (which includes reference points) and a technique for measuring attitudes will be presented. Finally, in order to complete the understanding of the new model, a short introduction to functional equations will be given, which plays a role in developing the attitude model discussed in the course.

During the course, several examples and experiments will be presented. The estimation of the model parameters can easily be done by the program Mathematica® (especially its add-on module Global Optimization®), and this will be illustrated throughout the course.

Universitat Pompeu Fabra - Research and Expertise Centre for Survey Methodology

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Participation:

The course is directed to all people involved and/or interested in measurement of attitudes, especially students of psychology, political science and sociology. A maximum of 50 people can participate. Participants will be admitted on a first-come first-serve basis: the first 50 people who register and pay will be accepted.

Registration procedure:

Please send an email to reccsm@upf.edu, indicating your interest in taking the course and including your name, institution, address and email address. Registration will be considered complete when payment for the course has been received by RECSM by bank transfer. As soon as this payment is received, we will send an email confirming registration has been fulfilled correctly.

Costs:

Participants from commercial organizations: € 400*

Participants working at Universities: € 200*

Students: € 50*

*** The course fee includes lunch at Universitat Pompeu Fabra for both days (Wednesday 27 and Thursday 28).**

Payment:

Please transfer the amount that belongs to your category to our account. After you receive confirmation that it has been sent, please send us an email with a copy of the bank transfer receipt, your personal data, the amount you sent us, and the entity that paid (you or your institution). We will send you a confirmation email after we confirm reception of the fee.

For our bank account details please visit the RECSM website at:

<http://www.upf.edu/survey/activities/courses.html>

Deadline for registration: October 25, 2010.

Further information: If you have any questions about the course, its program or its registration procedure, please contact us at reccsm@upf.edu.

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