Dr.   Rachna   Pathak L 13
Associate Professor
Department of Education, N.A.S. College, Meerut

M. Ed.
SEMESTER IV
Paper OC17: Guidance and Counseling

Unit II Appraisal of an individual
- Testing devices- Intelligence tests, Achievement tests, Aptitude tests, Personality Inventories Interest, Inventories, Attitude Scale
- Non testing devices- Cumulative record Card Socio-metric techniques projective techniques Rating Scale, Case Study. Anecdotal Record, Autobiography.
- Techniques of guidance- home visits, interview, observation.
- Presenting, analyzing, interpreting and reporting the data

RATING SCALES
Types of Rating Scale

Rating scales are broadly classified into five categories:

1)   Numerical scales,

2)   Graphic scales,

3)   Standard scales,

4)   Rating by cumulative points, and

5)   Forced choice ratings

Let us discuss the entire above one by one:

1. Numerical Scales

- In a typical numerical scale, a sequence of defined numbers is

supplied to the rater or the observer.

- He/she assigns to each stimulus to be rated, an appropriate number - in line with these definitions or descriptions of the event or the stimulus.

For example, the following scale may be used in obtaining ratings of the affective values of sensory testing of food products with individuals.

1. Most pleasant imaginable

2. Most pleasant

3. Extremely pleasant

4. Moderately pleasant

5. Mildly pleasant

6. Indifferent

7. Mildly unpleasant

8. Moderately unpleasant

9. Extremely unpleasant

10. Most unpleasant

11. Most unpleasant imaginable

The use of negative numbers is not favoured as those observers or raters who are not well versed in Algebra find it difficult to manage negative members.

Numerical rating scales are the easiest to be constructed.

They are also the simplest in terms of handling the results.

However, numerical scales have the limitations of biases.

Example:

Direction:

Encircle the appropriate number showing the extent to which the pupil exhibits his skill in questioning.

Key: 5-outstanding, 4-above average, 3-average, 2-below average, 1-unsatisfactory.

1. To what extent does the student participate in discussion?

1   ● 2   3   4   5

2. Graphic Scales

- The graphic scale is the most popular and the most widely used type of rating scale.

- In this scale a straight line is shown, vertically or horizontally, with various clues to help the rater.

- The line is either segmented into units or continuous.

- If the line is segmented, the number of segments can be varied from case to case.
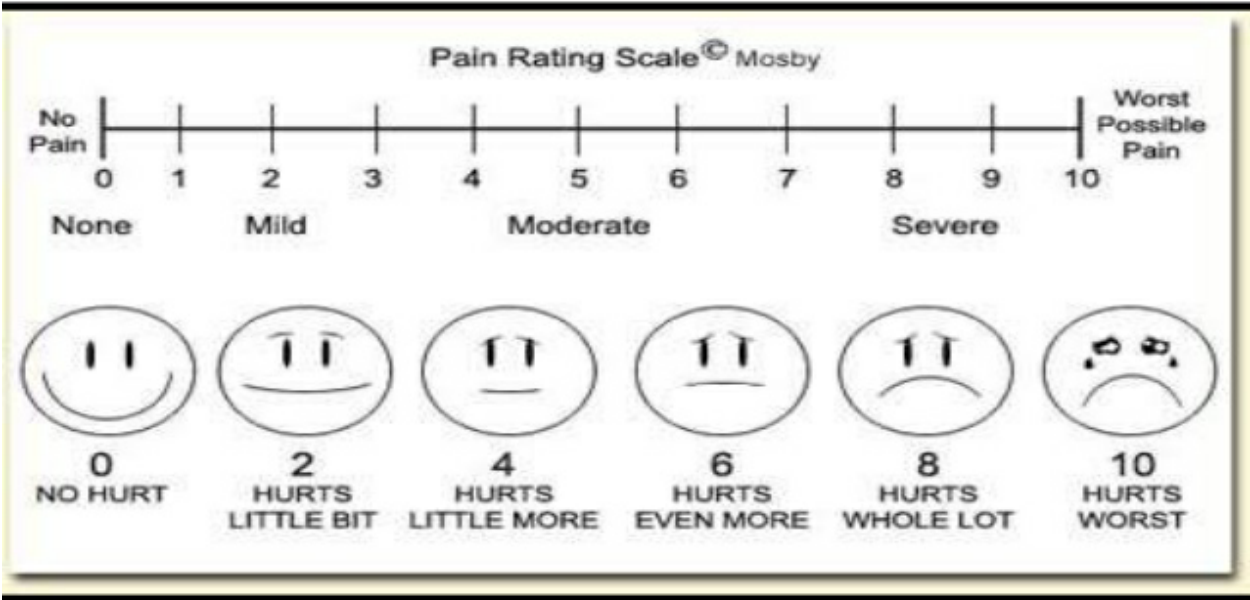
Given below is an example of such a scale.

How effective was the nutrition education session?

Very Effective	Slightly Effective	Average	Slightly Ineffective	Very Ineffective

There are many advantages in graphic scales. They are simple and easy to administer. Such scales are interesting to the rater and require little added motivation. However, scoring in the case of some formats of graphics scale is rather laborious.

EXAMPLE OF GRAPHIC RATING SCALE

Pain Rating Scale© Mosby

No Pain — 0 1 2 3 4 5 6 7 8 9 10 — Worst Possible Pain

None — Mild — Moderate — Severe

| 0 NO HURT | 2 HURTS LITTLE BIT | 4 HURTS LITTLE MORE | 6 HURTS EVEN MORE | 8 HURTS WHOLE LOT | 10 HURTS WORST |

3. Standard Scales

- In standard scales a set of standards is presented to the rater.
- The standards are usually objects of the same kind to be rated with pre-established scale values.

- This type is like that of the scales for judging the quality of handwriting.
- The scales of handwriting provide several standard specimens that have previously been spread over on a common scale by some standardized procedure like equal-appearing intervals.
- With the help of these standard specimens, a new sample of handwriting can be equated to one of the standards, judged as being between two standards.

4. Rating by Cumulated Points

- The unique and distinctive feature of rating by cumulative points is its immense use and ease of scoring.
- The rating score for an attribute object or individual is the sum or average of the weighted or un-weighted points.
- The 'check-list method' and the 'guess-who technique' belong to this category of rating.
- 'Check list methods' are applicable in the evaluation of the performance of an individual or an achievement scale in a job.
- The weights of 1 and -1 are assigned to every favourable and unfavourable trait, characteristics or attribute and the individual's score is the algebraic sum of the weights.
- In 'guess-who technique', some statements like "here is the one who is always doing the wrong things to make others sad", are constructed and each individual is asked to list all the members of his/her family who fitted such description, mentioning the same individual as many times as necessary.

- Each individual (in the family) scores a point for each favourable or unfavourable description applied to him/ her, and the total score is the sum total of all such points.

5. Forced Choice Ratings

- In 'forced-choice rating' methods, the rater is asked, not to say whether the rate has a certain trait or how much of it the rate has, but to essentially say whether he/she has some or one trait or another of a pair.

- For example instead of deciding whether an individuals' leadership qualities are superior or above average, it may be asked if the person exerts strong influence on his/her associates, is able to make others act, and asserts during functions.

- With a brief review of the different rating scales let us get to know about the uses and the limitations of the rating scales.

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