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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

### Uses, Advantages and Limitations

#### Uses of Rating Scales

The uses of rating scales include:

- i) Rating methods consume much less time than other methods of scaling like 'pair comparison' and 'rank ordering'.
- ii) Rating methods are quite interesting to the raters, especially if graphic methods are used.
- iii) Best rating can be obtained by presenting one stimulus to a rater at a time.
- iv) Rating scales can be used with large numbers of stimuli to a rater

at a time.

- v) Rating scales can be used with raters who have very little training for the purpose.
- vi) Rating methods can be used with large numbers of stimuli.
- vii) Rating scales have much wider range of application and can be used for tutor ratings, personality ratings, school appraisal etc.

### **Advantages of Rating Scale**

- i) Rating scale questions are easy to understand and implement.
- ii) Offers a comparative analysis of quantitative data within the target sample for researchers to make well-informed decisions.
- iii) Using graphic rating scales, it is easy for researchers to create surveys as they consume the least time to configure.
- iv) Abundant information can be collected and analyzed using a rating scale.
- v) The analysis of answer received for rating scale questions is quick and less time-consuming.
- vi) Rating scale is often considered to a standard for collecting qualitative and quantitative information for research.

### **Limitations of Rating Scales**

Rating scales have several limitations. Some of them are discussed as under:

- i) ***Error of leniency.*** There is a constant tendency among the raters to rate those whom they know well, higher than they should. Such raters are called 'easy raters'. Some raters become aware of their easy rating and consequently rate individuals lower than they

- should. Such raters are called 'hard raters'. 'The leniency error refers to a general and consistent tendency for a rater to rate too high or too low for whatever reasons.
- ii) ***Effort of central tendency.*** Most of the raters hesitate to rate the individuals on the extremes of the scales, instead they tend to rate the individuals on the middle of the scale. Obviously, the results get distorted.
  - iii) ***Halo-effect.*** Halo-effect is an error which obscures the clusters of traits within an individual. The rater forms a general opinion about the person's merit and his/her ratings on specific traits are greatly influenced by this general impression. It results in a spurious positive correlation among the traits which are rated. If a learner likes a tutor; he/she will rate the tutor high on all traits without considering the meaning attached to a particular trait.
  - iv) ***The logical error.*** The logical error is due to the fact that judges are likely to give similar ratings for traits which they feel are logically related to each other.
  - v) ***The contrast error.*** The contrast error is due to a tendency of a rater to rate others in the opposite direction (contrasting) from himself/herself in a trait.
  - vi) ***The proximity error.*** It has been seen that adjacent traits on a rating scale tend to inter-correlate higher than the remote ones, their degree of actual similarity being approximately equal. This error may be counteracted to some extent by placing similar traits farther apart and the dissimilar ones closer.

***References:***

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