Development of scale to measure the farmers attitude towards bio-control measures of plant protection

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ABSTRACT
Due to non-availability of a proper scale to measure farmers’ attitude towards bio-control measures of plant protection, it was thought necessary to construct a scale for the purpose. Keeping this in view, an attempt has been made to develop a scale for measuring the attitude of farmers towards bio-control measures of plant protection. The technique chosen to develop the attitude scale was of “Scale Product Method” which combines the Thurston’s (1946) technique of Equal Appearing Interval Scale for selection of the items and Likert’s techniques of summated rating for ascertaining the response on the scale.


Key words:
Attitude scale, Bio-control agents, Plant protection measures