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REPRESENTING ATTITUDES AS INTERVALS - A REFORMULATION OF COOMBS THEORY OF UNIDIMENSIONAL UNFOLDING



VDM Verlag. Paperback. Book Condition: New. Paperback. 284 pages. Dimensions: 9.6in. x 6.7in. x 0.6in. Attempts at measuring attitudes abound. Yet the standard representation of attitudes as points on a single dimension is inadequate for representing relationships of favourability and of implication between attitude statements. This book explores an alternative representation; attitudes are represented as intervals and parametrized according to their midpoint and latitude. The midpoint can be understood as the favourability of the attitude, while the latitude can be understood...

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