



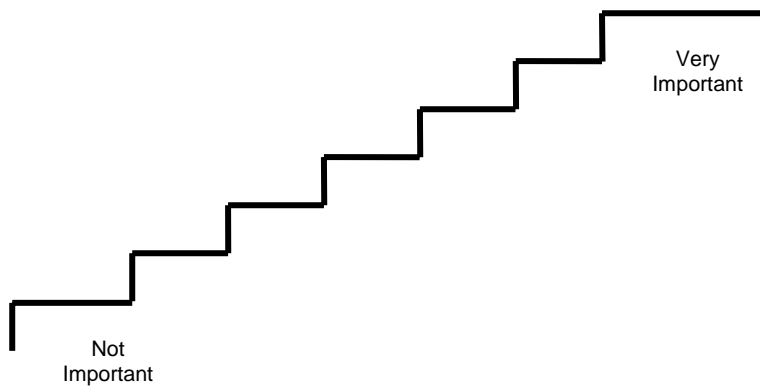
Calculating and Displaying Findings from a Stepscale

How can I present the results of a question that uses a step scale to stakeholders like county commissioners?

There are several advantages to using a step scale question. First, it is adaptable to many circumstances and audiences. Second, it collects data about program participants' attitudes, behaviors, skills, and intentions before and after a program. Here is an example measuring a potential attitude change toward a recommended solution in a water quality program:

Attitude About a Recommended Solution: Sample Question

Please place a (B) on the step signifying how important you thought diverting rain from paved surfaces was before the workshop. Place an (N) on the step which indicates how important you believe diverting rain from paved surfaces is now, after the workshop.



In presenting the results to stakeholders, you want to show a distribution in the change in attitude. Change can be measured by the number of steps or levels a participant moves up (or down) on the step scale before and after the program. There are two easy steps to complete the presentation.

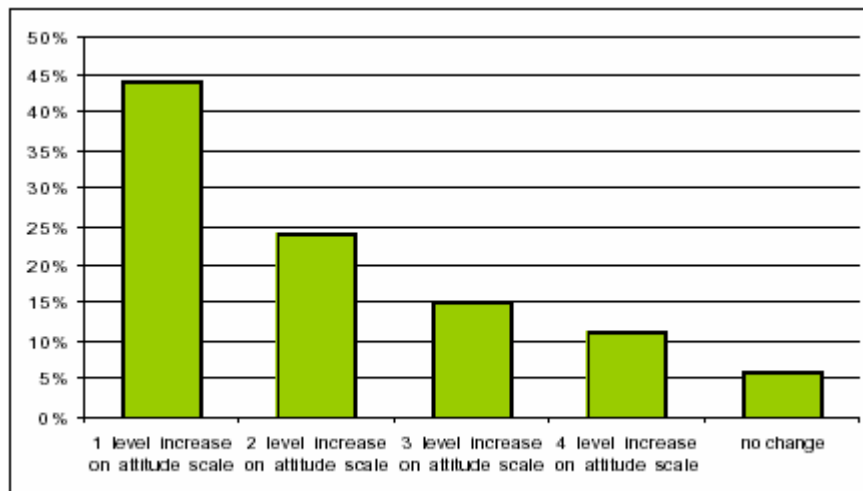
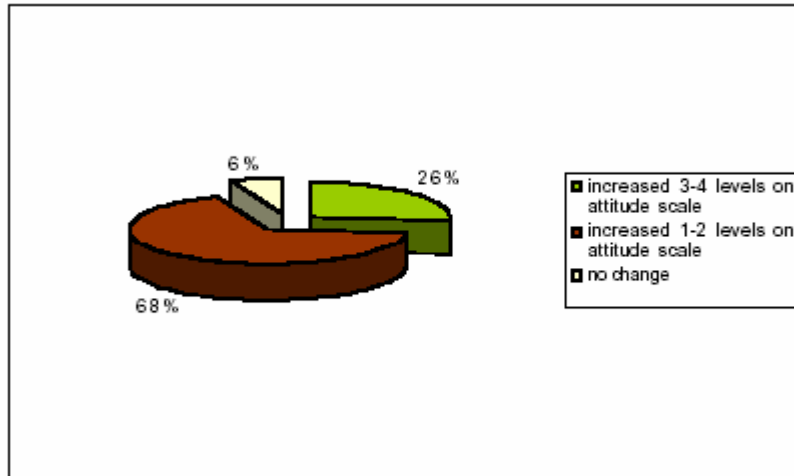
Step #1. Make a small table to tally the different levels of change (see below). Go through the completed surveys and tally the number of steps or levels each individual changed between B and N, and put a slash for each individual in the correct column in the table. Add up the total in each column and calculate the percentage for each based on the total number of people who answered the question.

	Four or more level increase	Three level increase	Two level increase	One level increase	No Change	One or more level decrease	
Question #1	//// ///	//// //// /	//// //// //// //	//// //// //// //// //// //// ///	////	_____	
Total Change	8	11	18	33	5		75
% of the Total	11%	15%	24%	44%	6%		100%



Step #2. Once you have the percentages, create a pie chart or a bar graph to illustrate how the participants in your program changed their attitude as a result of your program. Use the pie chart or bar graph on overheads, your website, or in an annual report. Combine categories for greater effect, such as 3-4 level increase.

Title: Percentage of participants who changed their attitude toward diverting rain from paved surfaces as a result of the program on Water Quality (N=75).



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