Semantic Differential Scale (age 13 and up)

Name of instrument	Semantic Differential Scale
Use case and Target Audience	Suggest for use with programming that includes animal observations: Age 13 years old to adult.
Theme	Assessment of related emotions which can be precursors to empathy. How visitors perceive animals in our care.
Scheduled implementation	Scales can be used before and after a program to see if attitudes change **Pre:** administered before observing an animal in a program. **Post**: administered after observing an in a program animal.
Evaluation questions addressed with assessment	Are our programs changing people's attitudes toward animals and perceptions of animal well-being?
Outcomes being measured	1. Participant's attitudes toward animals and perceptions of animal well-being.
Materials needed	• Survey • Pencil/pen
Data analysis plan	• Number each box 1-5 and calculate the mean average score for each item; compare mean average scores between pre and post • Determine frequency of response of each box for each comparison • Reverse code negative items • More extensive analysis can be done for large sample sizes through analytical software looking at linear regression models or other factor analysis
Staffing requirements	• 1 staff member required to distribute the survey to participants before, during, or after an animal observation experience.
Time needed for activity	• 5-7 minutes

Protocol of Assessment Implementation:

Distribute survey to participants and have them spend a few minutes filling it out. It should take roughly 5-7 minutes to complete. If they have questions about any of the survey items, tell them to fill it out as best they can; if they don't understand something, they can leave it blank.

How would you describe this animal?

Make an **X** in the box that best describes how you would you rate that animal along each scale. (see example below)

EXAMPLE

Shy				x		Outgoing

- -

Ugly						Beautiful

Unfriendly						Friendly

Important						Not important

Interesting						Boring

Indifferent						Curious

No personality						Lots of personality

Not similar to me						Similar to me

Sad						Happy

Neglected						Cared for

Comfortable						Uncomfortable

Unhealthy						Healthy

How else would you describe this animal?

_____
_____
_____

How else would you describe this animal's well-being?

_____
_____
_____

Thanks!