CALIFORNIA STATE SCIENCE FAIR
2014 PROJECT SUMMARY

Name(s)	Project Number
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Project Title

Dispositional Attitude Measure

Abstract

Objectives/Goals

My objective was to use the Dispositional Attitude Measure developed by two university professors to determine what percentage of the population has a positive dispositional attitude and what percentage has a negative DA. Additionally, I want to see if there are differences in this ratio by educational level, state, political party, and age.

Methods/Materials

I used the research-based survey, converted it a Google Form, and got nearly 1,000 people to take the online survey. I used Excel to analyze the data and the subgroups.

Results

My results followed an almost perfect bell curve for most of the categories with the majority within one standard deviation of average (which was very close to "neutral" on the 7-point scale). One category showed a correlation with average DAM score. It appears that the more education a person has, the more positive their Dispositional Attitude. This makes sense. There was an approximate correlation with age, but the reverse of the "Grumpy Old Man" idea. The data showed that people over 50 were slightly more positive than those under 18. There was no correlation with the state of residence or the political party.

Conclusions/Discussion

This information is very important to advertisers, politicians, and bosses. It shows that a very positive or very negative campaign will only reach a very small number of people. Researchers have also shown that those with a positive DA make better decisions about health and wellness.

Summary Statement

I used a research-based survey to measure the Dispositional Attitude of groups of people to inform advertisers and politicians.

Help Received

My mother helped stick items to my board. My father helped me with Excel and Google Forms.

Ap2/14