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BEHAVIORAL SCIENCE

THE PSYCHOLOGY OF THE HUMAN-ANIMAL BOND

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The Pet Attitude Scale

Donald I. Templer and Hiroko Arikawa

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Abstract

It was the intention of the authors that this chapter be a resource of test and measures for the reader. The name of the Pet Attitude Scale (PAS) (Templer, Salter, Dickey, Baldwin, & Veleber, 1981), apparently the first published scale that measures human-animal bonding, reflects the fact that it was developed three decades ago. If it were constructed today, it would be more appropriately called the Companion Animal Attitude Scale. The word “pet” often implies subordinate status. The literature cited by Templer et al. (1981) also reflects the era in which it was written. For one thing, the quantity of literature cited was rather sparse. Since that time the literature on human-animal relationships has increased greatly. Second, the literature cited pertains to the benefits to the psychological and physical health of humans. Thirty years ago there was much less emphasis on animal welfare.

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Chapter 20 The Pet Attitude Scale

Donald I. Templer and Hiroko Arikawa

The Pet Attitude Scale

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The intended purpose of the Pet Attitude Scale was to develop a psychometric instrument to measure this construct. The first part of this chapter pertains to the construction and validation of the instrument. The second part pertains to what has been learned about companion animal attitude on the basis of subsequent research with this instrument. There are numerous correlations and group differences that provide meaningful and coherent inferences. The third part of the chapter pertains to other animal attitude instruments. The fourth is the summary.

Construction and Validation

The first step in the construction of the Pet Attitude Scale was to devise 43 seven-point Likert Scale items that appeared to assess attitude toward pets. These items were intended to reflect both positive and negative cognition and emotion in a variety of contexts. These items were administered to 92 psychology class undergraduates

D.I. Templer (✉) (Retired)
Alliant International University, Fresno, CA, USA
e-mail: donaldtempler@sbcglobal.net

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