



Measuring attitudes in subjects that have no attitudes

Alfred Uhl

Research on Attitudes and Intentions

Qualitative Research or Quantitative Survey

Thoughtful ...



... or Quick and Dirty?



Willingness to Participate

GPS (2008): Response Rate 23%



Election Forecasts: Presidential Election 2016

23% **35%**

[http://www.wahlumfragen.at/wahlumfragen-gelegen-wahlumfragen-vs-wahlergebnis-bpw16/](#)

		VDB	HOF	GRI	HUN	KHO	LUG	
vorl. Ende	21,34	35,05	18,94	11,28	11,12	2,26		
		26	22	24	14	9	5	
	4,66	-13,05	5,06	2,72	-2,12	2,72		
886	25	24	22	15	11			
3,4	3,66	-11,05	3,06	3,72	-0,12			
48	26	24	20	16	11			
	4,66	-11,05	1,06	4,72	-0,12			
	27	24	19	14	12			
	5,66	-11,05	0,06	2,72	0,88	1,74		
013	24	22	21	17	13	2		
3	2,66	-13,05	2,06	5,72	1,88	-0,26	25,63	
07.04.2016 Researc	429	29	23	18	14	12	4	
Heute	4,7	7,66	-12,05	-0,94	2,72	0,88	1,74	25,99
07.04.2016 Gallup	4,9	26	23	21	14	12	4	
ÖSTERREICH	4,66	-12,05	2,06	2,72	0,88	1,74	24,11	



ESPAD (2007)

How difficult is it for you to get, if you wanted?

d) Inhalants (glue, paint, lighter gas)

12% impossible

7% very or fairly difficult

10% don't know

70% very or fairly easy

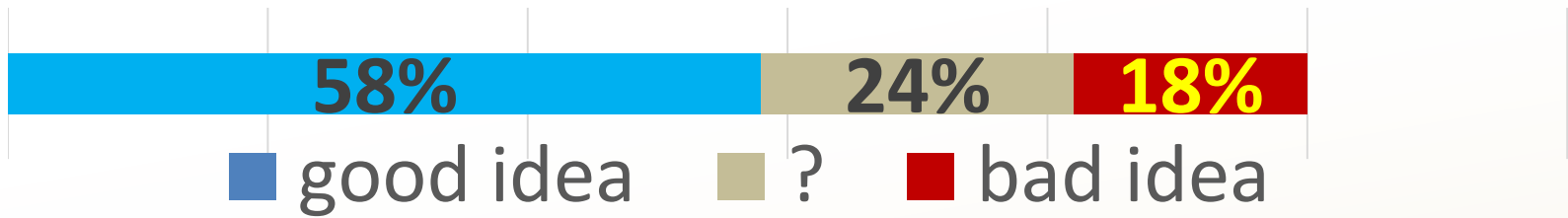


30%

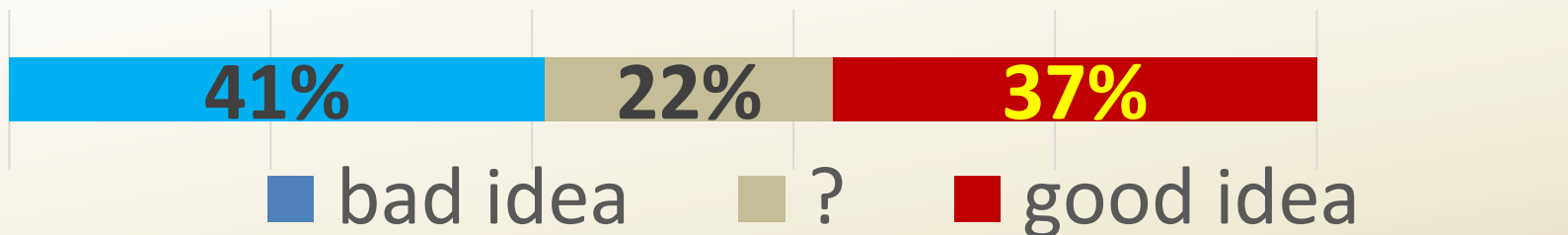


GPS (2008)

Decriminalization of substance use
(to prevent marginalization of users?)



Imprisonment for mere drug users?



Implicit Communication

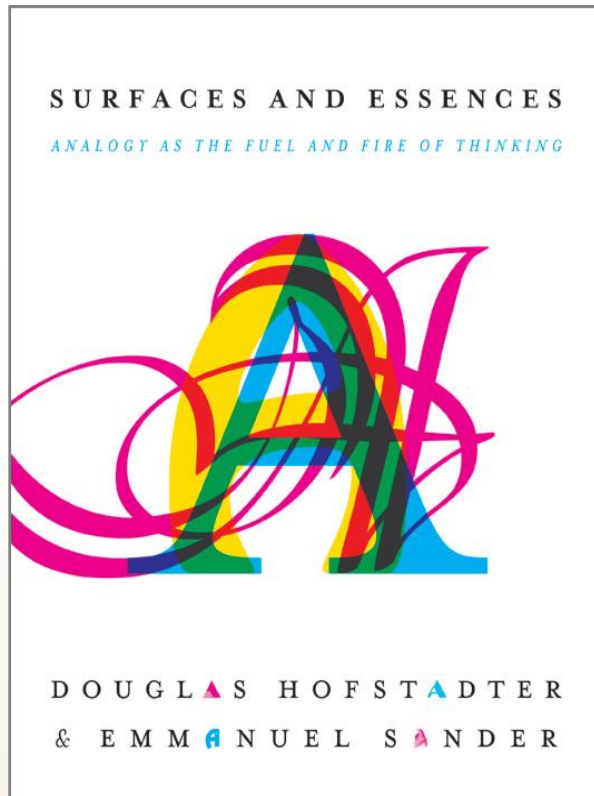
Do you think that that legalizing Hashish Use is a good idea?

Truly interesting – I was not aware of this !!!



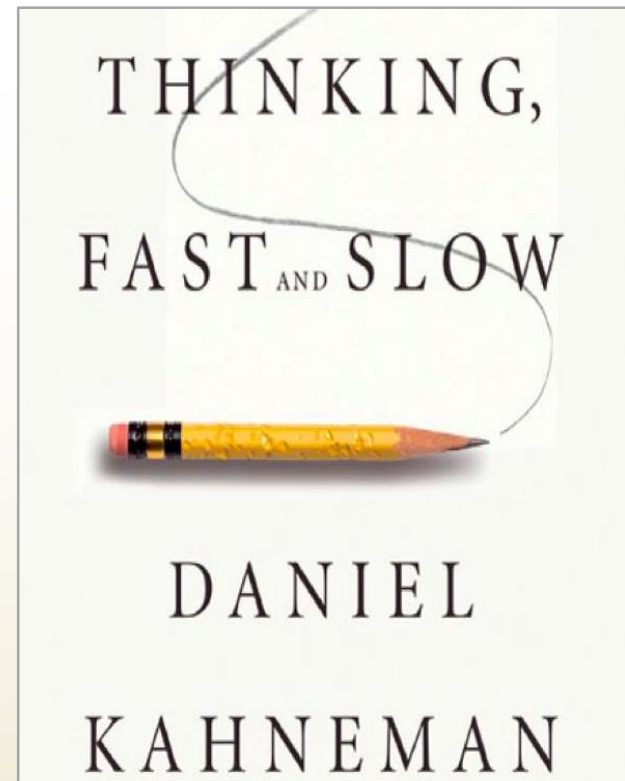
Homo Economicus ?

Sigmund Freud



Hofstadter & Sander

Burrhus F. Skinner



Kahneman

Tender by the Austrian Ministry of Finance

Do Austrians accept the new
Austrian Gambling Laws?



Approach

A we asked a convenience sample of 30 Austrians entering trains



Question

Equivalent Meaning

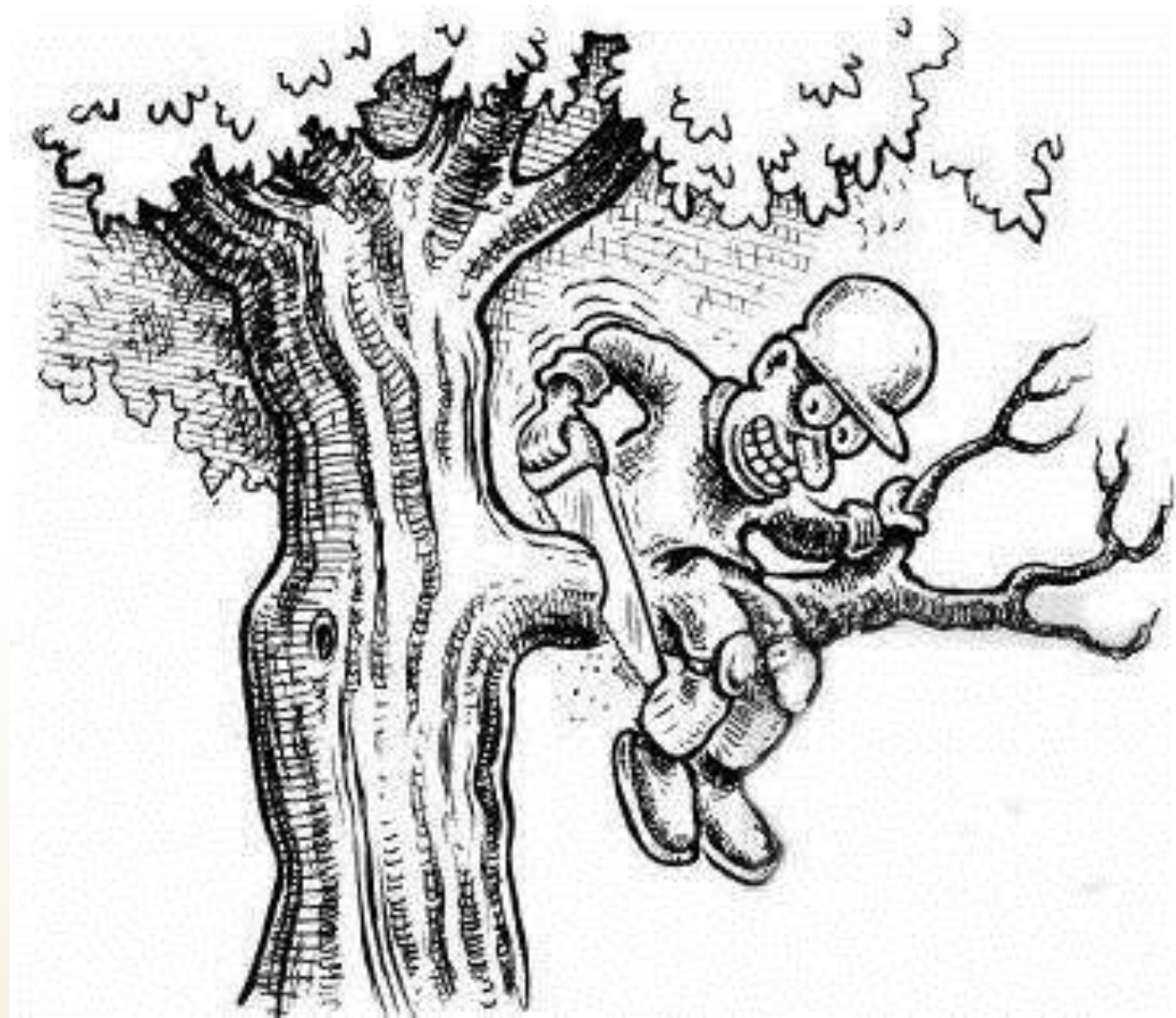
- The duration to gamble is limited to a maximum of 3 hours per day (81 % makes sense).
- Gamblers are allowed to gamble 3 hours per day without break (0 % makes sense).

Question

equivalent meaning

- The highest wager per game is limited to 1 Euro (79 % makes sense).
- Gamblers are now allowed to bet twice as much per game as before (1 Euro instead of 50 Cent) (0 % makes sense).







Thank you for your attention