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NOTE PREVIEW ARTICLE

STANDARDIZATION OF ATTITUDES SCALE IN HEALTH AND AESTHETICS FOR COLLEGE STUDENTS

NORMATIZAÇÃO DA ESCALA DE ATITUDES EM SAÚDE E ESTÉTICA PARA ESTUDANTES UNIVERSITÁRIOS

NORMALIZACIÓN DE ESCALA DE ACTITUDES EN SALUD Y ESTÉTICA PARA ESTUDIANTES UNIVERSITARIOS

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ABSTRACT

Objective: to carry out the normalization of Attitudes Scale in Health and Aesthetics at University of Rio Grande do Sul students. **Method:** exploratory, descriptive, quantitative study, with college students for data normalization of Attitudes Scale in Health and Aesthetics and comparison between samples of these students from Santa Catarina. The participation of about 200 university students is expected, coming from the Social Communication and Speech Therapy courses of the Federal University of Santa Maria. For the analysis of the data the Z test will be used to verify the normal distribution and correlation, obtained by the SPSS statistical package, version 20.0. The research project was approved by the Research Ethics Committee, CAEE 37519614.0.0000.5346. **Expected results:** to produce progress towards this instrument validation to the South of the country. **Descriptors:** Esthetics; Body Image; Health Evaluation.

RESUMO

Objetivo: realizar a normatização da Escala de Atitudes em Saúde e Estética em estudantes universitários do Rio Grande do Sul. **Método:** estudo exploratório-descritivo, de natureza quantitativa, com estudantes universitários, para normatização de dados da Escala de Atitudes em Saúde e Estética e comparação entre amostras destes universitários com os de Santa Catarina. Espera-se a participação de aproximadamente 200 estudantes universitários, oriundos dos cursos de Comunicação Social e Fonoaudiologia, da Universidade Federal de Santa Maria. Para a análise dos dados, serão utilizados os testes Z, para a verificação da distribuição normal e de correlação, obtidos pelo pacote estatístico SPSS, versão 20.0. O projeto de pesquisa foi aprovado pelo Comitê de Ética em Pesquisa, CAEE 37519614.0.0000.5346. **Resultados esperados:** produzir avanços no sentido da validação do referido instrumento para a região Sul do país. **Descritores:** Estética; Imagem Corporal; Avaliação em Saúde.

RESUMEN

Objetivo: realizar la estandarización de la Escala de Actitudes en Salud y Estética en estudiantes universitarios de la Universidad de Rio Grande do Sul. **Método:** estudio descriptivo exploratorio de carácter cuantitativo, con estudiantes universitarios para la estandarización de datos de la Escala de Actitudes en Salud y Estética y comparación entre las muestras de estos universitarios con los de la Universidad de St. Catherine. Se espera la participación de aproximadamente 200 estudiantes universitarios, de los cursos de comunicación social y de terapia del habla, de la Universidad Federal de Santa María. Para el análisis de los datos se utilizó las pruebas de Z, para verificar la distribución normal y de correlación, obtenidas mediante el paquete estadístico SPSS, versión 20.0. El proyecto de investigación ha sido aprobado por el Comité de Ética en Investigación, CAEE 37519614.0.0000.5346. **Resultados esperados:** producir avances en la dirección de la validación del dicho instrumento para la región Sur del país. **Descritores:** Estética; Imagen Corporal; Evaluación en Salud.

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INTRODUCTION

Psychological assessment is a field of Psychology, in full growth in Brazil, which was given by a paradigm shift associated with this area, for which the assessment becomes emphasized and understood as a complex process and is not restricted to mere testing. Advances in this area were observed, especially after the establishment of the Year of Psychological Assessment, the Federal Council of Psychology (FCP), which occurred in 2010.¹⁻³

The year 2003 was also a milestone for progress in the area of psychological assessment, that because the FCP has standardized and regulated the use of psychological tests in Brazil. From there, only the tests whose authors demonstrated the validation and standardization could be used, and the rest were considered unfit to process.

There was, from the validation and standardization of test use, technical and theoretical, not only because, more were opened with emphasis on post-graduate courses in psychological assessment with a view to professional training, we also noted an increase in research involving the construction and validation of these. From there, many Brazilian researchers have looked to invest in production in area.¹⁻⁵ Recently, the FCP created Primer on Psychological Assessment in order to standardize and provide ethical, theoretical and methodological guidelines for professionals and researchers.⁶

Another important aspect to be noted, lies in the adaptation of psychological tests to the social, historical and cultural aspects, for greater reliability thereof. In this sense, they observe actual movements in Brazil, with researchers who not only perform validation and standardization of foreign tests for the country, but also develop psychological tests appropriate to local conditions and produce booklets and books that solidify the construction of knowledge in this area.⁷⁻¹²

The psychological test is an instrument for obtaining samples of relevant behavior or cognitive affective aspects of the operation. They are classified, into two predominant types, psychometric and projective. The former are designed to measure aspects of behavior or intelligence, among other functions; while the latter are commonly used for scanning features and personality.¹³ Operating psychometric tests are commonly produced in the form of a scale, and both psychometric tests, as projective and require standards for their construction, validation, standardization and norming.

The psychological measurement scales are in a kind of test characterized by being a measuring instrument.¹⁴ Thus, the scales are built to scale stimuli that expresses a certain psychological construct, serving more commonly in this regard. "The term refers to scale originally due to the fact that when making a measure of an empirical attribute, a series of numbers come ordered to which is given the name of numerical scale."¹⁵

The survey of the scores of scale are not immediately apparent to the interpretation of results. It is necessary to interpret the scores of such scale, positioning them in relation to the scores obtained by the group. This involves creating rules where the group average will be the reference point. Also the attitude scores must obey these rules based on the respondent group scores. Therefore, the Likert scale scores should be expressed in standard scores (z), indicating how much a given subject away from the middle, and as a result, if it has a favorable or unfavorable attitude to attribute measurement.¹⁴⁻¹⁷

An Attitude Scale in Health & Aesthetics (ASHA) was built in 2009, in order to assess attitudes of college students on aspects of health and aesthetics. The instrument was developed taking into account all stages of construction, as well as, there was all the validation analysis, accuracy and instrument reliability. ASHA was standardized / normalized to a sample of university students in the health field, in Santa Catarina.¹⁸ Considering that an instrument is reliable when it shows the correlation between scores of two situations produced by the test, a standardization ASHA is proposed to Rio Grande do Sul, as a way to compare results between the two samples. Therefore, we designed a method of investigation to scale standardization in RS, starting from the following research problem: Are there differences in the scores obtained in the ASHA between samples of students from Rio Grande do Sul and Santa Catarina?

OBJECTIVE

- To standardize the Attitude Scale in Health and Aesthetics for the state of Rio Grande do Sul.

METHOD

♦ Study Design

The instruments used for psychological assessment are usually standardized to ensure uniform procedures in all important aspects of management, evaluation and interpretation of the tests, which implies making them as

uniform as possible in all the variables that are under the control of examiner, so that all undergo the test in the same manner and under the same conditions.

The second reason for the standardization relates to the use of standards for the evaluation of the results. These standards relate to standards set from a group of individuals who are called normative sample or standardization as a result of the development process of tests.¹³

In this sense, we intend to conduct a survey that is, quantitative,¹⁶ exploratory and descriptive, with students from Rio Grande do Sul, for standardization of data ASHA and comparing these samples with the university of Santa Catarina.

◆ Participants

It is expected the participation of 200 students of Social Communication and Speech Therapy courses without delimitation of age, of both sexes, from the Federal University of Santa Maria, to perform the test standardization of statistical analysis. In the standardization of the scale for Santa Catarina, university were several courses, including, Medicine, Fashion, Physical Education and Nursing. Then, two different courses as the areas are proposed here, following the pattern necessary for comparing results of both samples.

As the number of participants, it is sufficient involving 100 subjects when one wants to perform a statistical correlational inference.¹⁶ Another parameter to scale the sample is the average amount of responders per item scale which, in this case would be 10 by item, considered adequate.¹⁵

◆ Location and Data Collection

Data collection will be conducted with the students of each of the mentioned courses in their own classrooms, in a standardized way, with the permission of the teachers. The instrument is self-administered, however, requires the researcher monitoring to clarify any doubts that arose.

◆ Instrument

The instrument investigates general data to characterize the sample, such as age, sex, course, semester of the course, height and body weight as measured self attributed along with Attitude Scale in Health and Aesthetics. ASHA is a Likert scale, constructed and validated for university students in Santa Catarina, which contains 20 items (each with five response options) for the evaluation of attitudes in health and body aesthetics, considering Body dysmorphic Disorders and

practices body care to contemplate the health-aesthetic, as is attached.

◆ Analysis of data

For the statistical treatment of the data obtained from the scale, the following analysis procedures were defined: normal distribution (z), which provided standards scores, indicating how much a given subject away from the middle and, as a result, if it has a favorable attitude or unfavorable in relation to the measured attribute, and correlation between scores of two situations produced by the test from the study data conducted with Santa Catarina university compared to this study with students from Rio Grande do Sul - approximate r of 0,90.¹⁴⁻⁶

To check the reliability of the results, it will use the normal distribution procedure (Z test) to identify the average responses in the group. The expected responses in ASHA should assume values between 4 and 5, ie, indicative of favorable attitudes in health and aesthetics; or unfavorable when the reverse order of the questions. In this sense, in the study with students from Santa Catarina, the three measures of central tendency approached a normal curve, with very close values of mean, mode and median ($\mu = 4.42$, $SD = 0.29$, $= 4.45$ md ; $mo = 4.50$).

◆ Ethical Procedures

Ethical concerns will be observed according to the rules established in Resolution No. 466/2012 of the National Health Council, which establishes parameters for research involving human beings.¹⁹ This project was approved by the Ethics Committee of the Federal University of Santa Maria in December 11, 2014 under the number CAEE 26452313.8.0000.5346 process.

EXPECTED RESULTS

It is hoped that this research will yield important advances with regard to the validation of Attitude Scale in Health and Aesthetics for the Southern region of Brazil.

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