**Tugas Kelompok: Membuat Aitem untuk Skala Psikologi**

**Instruksi**

1. Bacalah baik-baik definisi konstruk beserta dimensinya.
2. Bersama dengan kelompok, buatlah 5 aitem yang mencerminkan masing-masing dimensi.
3. Aitem boleh semuanya *favourable* terhadap konstruk, atau boleh juga dikombinasikan dengan aitem yang *unfavourable*
4. Waktu untuk membuat aitem adalah 40 menit

**Definisi Konstruk (*Norm-Activation Theory*):**

The NAM, which was developed by Schwartz (1977) in the context of altruistic behavior, was designed to examine individuals' pro-environmental behavior/intentions (Cordano et al., 2011; Onwezen et al., 2013).

**Dimensi Konstruk**

According to Schwartz (1977), the NAM poses three types of antecedents to predict pro-social behavior (i.e., **awareness of consequences, ascription of responsibility, and personal norm**). In this theory, norm activation begins with an individual's awareness of conceivably detrimental consequences and his/her ascription of responsibility for not acting pro-environmentally. This awareness activates a personal norm that determines whether he/she should perform a particular action that prevents a harmful outcome (Cordano et al., 2011; De Groot & Steg, 2009). In this model, awareness of consequences deals with whether an individual is aware of the harmful consequences/outcomes for others or other things one values when not conducting a specific action pro-socially or pro-environmentally (De Groot & Steg, 2009; Schwartz, 1977); ascription of responsibility refers to “feelings of responsibility for the negative consequences of not acting pro-socially” (De Groot & Steg, 2009, p. 426); and personal norm indicates “moral obligation to perform or refrain from specific actions” (Schwartz & Howard, 1981, p. 191).

| **Dimensi** | **No** | **Aitem** | **Un/Fav** |
| --- | --- | --- | --- |
| **Awareness of consequences** | 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| 4 |  |  |
| 5 |  |  |
| **Ascription of responsibility** | 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| 4 |  |  |
| 5 |  |  |
| **Personal norm** | 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| 4 |  |  |
| 5 |  |  |