

A Note on the Measurement of Opinion:

The difficulties of measuring opinion are many but, with this warning in mind it seems useful to give some indication of the direction and intensity of editorial support for the Government's position on the various external issues under consideration. If this is done, a paper can be classified as either pro or anti-NATO vis-à-vis the Government's position on any specific issue, and also given an overall score in terms of general support (for NATO) for the 1960-1967 period. (The position taken by the Government on the various issues is contained in Appendix I, which is used to supplement the chapter on political parties).

Therefore, the six external issues are listed in the following order of importance as indicators of support for NATO:

<u>Issue</u>	<u>Value of Issue</u>
A broader base for NATO _____	1
Consultation with NATO _____	2
Berlin Crisis of 1961 _____	3
NATO nuclear force concept _____	4
France's withdrawal _____	5
Canadian commitment to NATO in Europe ____	6

The above issues (and corresponding values) can be related to a five point Likert scale, with the Government's position on each issue being assigned a value of three. If a paper supports the Government and nothing more, it is given three points for that issue. If it goes beyond the Government's position it is given four or five points. Similarly, if a paper shows less support on an issue than the Government it is given one or two points. By relating the five point Likert scale to the value for each issue, it is possible to obtain an overall support score for NATO. Using this system, the following minimum, government, and maximum scores are obtained.

<u>Issue</u>	<u>Value</u>	<u>Minimum</u>	<u>Government</u>	<u>Maximum</u>
Broader base	1	1	3	5
Consultation	2	2	6	10