

## Mobilization Scale - Individual

### Instructions for survey administrators:

Mobilization occurs at the individual and community levels. While these levels have many similar components, we thought it would be helpful to divide the concepts into 2 scales. Evaluators should decide whether the program is targeting individual or community level mobilization and choose the appropriate scale. If the program targets both levels, the scales can be combined.

Individual-level mobilization is one of the building blocks of community change. As we break down the individual-level mobilization and change processes, many necessary components to creating change become apparent. In particular, measurement of changes in individual empowerment and general human capital need to be paired with measurement of actual participation to get a whole picture of the individual mobilization process. The individual-level mobilization subscales listed below are appropriate for measuring these components that are important for individual mobilization. When administering the survey to participants, you can choose the subscales that are relevant to the constructs you are working to change and want to measure. Your goal should be to form a survey that is complete enough to fully measure your constructs of interest, but short enough so that participants will not find the task too burdensome.

Before administering the survey, it is important to make sure your participants know which community is being referred to in the survey. This will ensure that all participants are rating the same community. This survey has been piloted with low-literacy audiences to reduce the use of unclear wording or jargon. However, regional or cultural differences in language may occur, such that you may also need to give some definitions and clarifications when administering the survey.

Although this survey was designed with a pen and paper Likert Scale five choice response set, you can make it more concrete if necessary and even limit it to verbal responses with 2 choices (true/false or yes/no) for very low literacy responses. However, this will reduce the sensitivity of the scale.

Please contact Susan Jakes at [susan\\_jakes@ncsu.edu](mailto:susan_jakes@ncsu.edu) or Lisa Shannon at [lisa\\_shannon@ncsu.edu](mailto:lisa_shannon@ncsu.edu) with any questions.

Reference information:

Jakes, Susan S. & Shannon, Lisa C. (2002). Mobilization Scale - Individual

### Mobilization – Individual Subscales:

#### Human Capital

1. I know how to develop a survey about important issues in my community.
2. I know how to work with others to solve problems.
3. I have the communication skills to influence people in my community.
4. I know when important community events take place
5. I do not know how to gather information relevant to community issues
6. I have the skills needed to make improvements in the community

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7. I know how to raise money to do community action projects.
8. I am not a leader in my community
9. I know how to develop leadership in my community

#### Social Assets

1. I know the names of a lot of people in my community.

#### Self-efficacy

1. I know I can make a difference in my community.
2. I can influence community members to take action on important issues.
3. I can influence the decisions that are made by the lawmakers in my community.
4. I do not have the ability to change things that I don't like about my community.
5. I am not able to influence the laws that govern my community.

#### Motivation

1. I am motivated to be involved in my community.
2. I usually do not want to get involved in making decisions that will affect my community.
3. I feel driven to participate in community activities.
4. I do not feel a personal responsibility to participate in community projects.
5. I have the desire to be active in my community.

#### Participation (Individual)

1. I do not participate in community activities.
2. I often volunteer for community projects.
3. I am involved in my community.
4. I usually pitch in when something needs to be done in the community.

### **Community Assets Scoring Directions**

For all subscales, all items except those noted below are scored from 1 (indicating the lowest value for that item) to 5 (indicating the highest value for that item). Reverse scored items are scored from 1 (indicating the highest value for that item) to 5 (indicating the lowest value for that item).

#### Human Capital Subscale

- Reverse score #5 and #8
- Scale ranges from 9-45

#### Social Assets Subscale

- Scale ranges from 1-5

#### Self-efficacy Subscale

- Reverse score #4 and #5
- Scale ranges from 5-25

#### Motivation Subscale

- Reverse score #2 and #4
- Scale ranges from 5-25

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### Individual Participation Subscale

- Reverse score #1
- Scale ranges from 4 -20

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**Instructions for Mobilization Scale – Individual Participants**

You are about to be given a survey to see what you think about some things. This is not a test, and it will not be graded. Instead, we think your opinions are very important and we want to know what you think. It is important that you tell us what you really think, since there are no right or wrong answers.

All of your answers to this survey will be grouped together, and no single person's answers will be made public. The only reason we are getting your name is so we can match your answers today with your answers later on. Your program leaders will not know how you responded to these questions unless you tell them. Although, your opinion is very important, you do not have to take this survey.

Please sign below if you are willing to fill out the survey.

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Signature

THANKS for sharing what you think!

## Mobilization Scale - Individual

Indicate whether or not you agree with the following statements according to the scale below.

	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
1. I know I can make a difference in my community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I know how to develop a survey about important issues in my community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I do not feel a personal responsibility to participate in community projects.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I am involved in my community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. I know how to work with others to solve problems.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. I can influence community members to take action on important issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. I have the communication skills to influence people in my community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. I feel driven to participate in community activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. I am a not leader in my community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. I know when important community events take place.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. I do not participate in community activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. I can influence the decisions that are made by the lawmakers in my community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. I do not know how to gather information relevant to community issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. I usually do not want to get involved in making decisions that will affect my community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. I have the skills needed to make improvements in the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. I often volunteer for community projects.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. I do not have the ability to change things that I don't like about my community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Mobilization Scale - Individual

	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
18. I know how to raise money to do community action projects.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. I have the desire to be active in my community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. I usually pitch in when something needs to be done in the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. I am not able to influence the laws that govern my community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. I am motivated to be involved in my community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. I know how to develop leadership in my community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. I know the names of a lot of people in my community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>