



The Persuasion Strategies Anti-Corporate Bias Scale ©

Measuring your potential jurors' likelihood of leaning against the company in litigation

Persuasion Strategies, a team of nationally recognized litigation consultants, developed a scale consisting of a specific combination of seven attitudes concerning corporate conduct, government regulation, ethics, and lawsuits. Approximately three thousand potential jurors answered these statistically validated scale questions, then provided initial reactions to simple descriptions of a variety of fact patterns involving a corporate litigant including: employment, intellectual property, contract, products liability, and investor disputes. Mock jurors with a higher anti-corporate bias score are significantly more likely to lean against a corporation in litigation.

The Scale:

1. How much should the government police large corporations?
(1. Much less, 2. Somewhat less, 3. Somewhat more, 4. Much more)
2. How much responsibility should large corporations be held to in comparison with individuals?
(1. Much less, 2. Somewhat less, 3. Somewhat more, 4. Much more)
3. To what extent does the government favor large corporations over ordinary Americans.
(1. Very little, 2. Somewhat, 3. Mostly, 4. Very much)
4. When people sue large corporations, how often do the cases have some merit?
(1. Almost never, 2. Rarely, 3. Often, 4. Almost always)
5. How often do you believe a large corporation would lie if it could benefit financially from doing so?
(1. Almost never, 2. Rarely, 3. Often, 4. Almost always)
6. What is your opinion of the number of lawsuits against large corporations?
(1. Far too many, 2. Somewhat too many, 3. Somewhat too few, 4. Far too few)
7. How much environmental harm, if any, do you believe is caused by large corporations?
(1. Almost none, 2. Very little, 3. Some, 4. A lot)

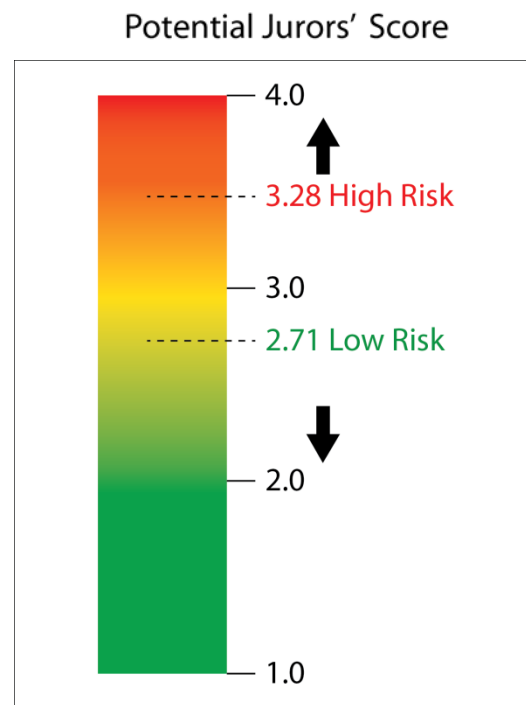
Scoring the Scale

Simply assign the numeric values to the responses and average to arrive at a number that ranges between 1 (least anti-corporate) and 4 (most anti-corporate). The national average is 2.9, with a standard deviation of .47.

Interpreting the Results:

Based on experience in mock trial and experimental trial simulations, Persuasion Strategies has determined that at scores of 3.28 and over, more than seventy percent of mock jurors lean against the corporate party in a summarized case presentation. On the other hand, scores under 2.71 are significantly more likely to favor the corporate party.

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