SCALE & TYPES

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Simplified Scaling Example

THE PRIME MINISTER SHOULD RUN FOR RE-ELECTION
_____ AGREE   _____ DISAGREE

Category Scales

- A category scale is a more sensitive measure than a scale having only two response categories - it provides more information.

- Questions working is an extremely important factor in the usefulness of these scales.

Example of Category Scale

How important were the following in your decision to visit Sydney (check one for each item)

	VERY IMPORTANT	**SOMEWHAT IMPORTANT**	**NOT TOO IMPORTANT**
CLIMATE	_____	_____	_____
COST OF TRAVEL	_____	_____	_____
FAMILY ORIENTED	_____	_____	_____
EDUCATIONAL/ HISTORICAL ASPECTS	_____	_____	_____
FAMILIARITY WITH AREA	_____	_____	_____

Method of Summated Ratings: The Likert Scale

- An extremely popular means for measuring attitudes. Respondents indicate their own attitudes by checking how strongly they agree or disagree with statements.

- Response alternatives: "strongly agree", "agree", "uncertain", "disagree", and "strongly disagree".

Likert Scale for Measuring Attitudes Toward Tennis

It is more fun to play a tough, competitive tennis match tan to play an easy one.

___Strongly Agree

___Agree

___Not Sure

___Disagree

___Strongly Disagree

Likert Scale for Measuring Attitudes Toward Tennis

There is really no such thing as a tennis stroke that cannot be mastered.

___Strongly Agree

___Agree

___Not Sure

___Disagree

___Strongly Disagree

Likert Scale for Measuring Attitudes Toward Tennis

Playing tennis is a great way to exercise.

___Strongly Agree

___Agree

___Not Sure

___Disagree

___Strongly Disagree

Semantic Differential

- A series of seven-point bipolar rating scales. Bipolar adjectives, such as "good" and "bad", anchor both ends (or poles) of the scale.

Semantic Differential Scales for Measuring Attitudes Toward Tennis

Exciting ___ : ___ : ___ : ___ : ___ : ___ : ___ : Calm

Interesting ___ : ___ : ___ : ___ : ___ : ___ : ___ : Dull

Simple ___ : ___ : ___ : ___ : ___ : ___ : ___ Complex

Passive ___ : ___ : ___ : ___ : ___ : ___ : ___ Active

Numerical Scales

- Numerical scales have numbers as response options, rather than "semantic space' or verbal descriptions, to identify categories (response positions).

- *Now that you've had your automobile for about one year, please tell us how satisfied you are with your BALENO*

- *Extremely Dissatisfied 1 2 3 4 5 6 7 Extremely Satisfied*

Stapel Scales

- Modern versions of the Stapel scale place a single adjective as a substitute for the semantic differential when it is difficult to create pairs of bipolar adjectives.

- The advantage and disadvantages of a Stapel scale, as well as the results, are very similar to those for a semantic differential. However, the Stapel scale tends to be easier to conduct and administer.

A Stapel Scale
for Measuring a Store's Image

Department

Store Name

+3

+2

+1

Wide Selection

-1

-2

-3

Constant-Sum Scale

Divide 100 points among each of the following brands according to your preference for the brand:
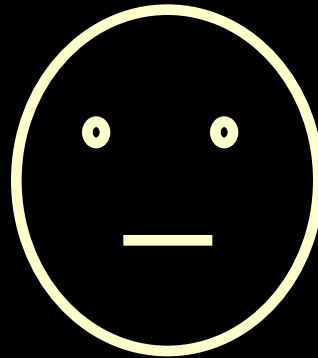
Brand A _____

Brand B _____

Brand C _____

Graphic Rating Scales

- A graphic rating scale presents respondents with a graphic continuum.

Graphic Rating Scale Stressing Pictorial Visual Communications

Monadic Rating Scale

A **Monadic Rating Scale** asks about a single concept

Now that you've had your automobile for about 1 year, please tell us how satisfied you are with its engine power and pickup.

Completely Satisfied   **Very Satisfied**   **Fairly Well Satisfied**   **Somewhat Dissatisfied**   **Very Dissatisfied**

A Comparative Rating Scale

A **Comparative Rating Scale** asks respondents to rate a concept by comparing it with a benchmark

Please indicate how the amount of authority in your present position compares with the amount of authority that would be ideal for this position.

TOO MUCH   **ABOUT RIGHT**   **TOO LITTLE**

An Unbalanced Scale

An **Unbalanced Scale** has more responses distributed at one end of the scale

How satisfied are you with the bookstore in the Student Union?

	Neither Satisfied	Quite	Very
Satisfied	Nor Dissatisfied	Dissatisfied	Dissatisfied