|  |  |  |
| --- | --- | --- |
| info type | facebook | whatsapp |
| 1 | 1,74 | 3,33 |
| 2 | 1,41 | 2,48 |
| 3 | 1,41 | 2,48 |
| 4 | 1,36 | 2,64 |
| 5 | 1,31 | 2,07 |
| 6 | 2,64 | 3,44 |
| 7 | 2,64 | 3,8 |
| 8 | 2,67 | 3,72 |
| 9 | 1,26 | 2,67 |
| 10 | 2,13 | 3,2 |

|  |  |  |
| --- | --- | --- |
| Informatie type | Facebook | Whatsapp |
| 1 | 1,26 | 2,67 |
| 2 | 1,31 | 2,07 |
| 3 | 1,36 | 2,64 |
| 4 | 1,41 | 2,48 |
| 5 | 1,41 | 2,48 |
| 6 | 1,74 | 3,33 |
| 7 | 2,13 | 3,2 |
| 8 | 2,64 | 3,44 |
| 9 | 2,64 | 3,8 |
| 10 | 2,67 | 3,72 |

|  |  |  |  |
| --- | --- | --- | --- |
|  | Informatie type | Facebook | Whatsapp |
| adresgegevens | 1 | 1,26 | 2,67 |
| geloof | 2 | 1,31 | 2,07 |
| relatie ouders | 3 | 1,36 | 2,64 |
| angst | 4 | 1,41 | 2,48 |
| politiek | 5 | 1,41 | 2,48 |
| emoties | 6 | 1,74 | 3,33 |
| werk | 7 | 2,13 | 3,2 |
| vakantie | 8 | 2,64 | 3,44 |
| hobby | 9 | 2,64 | 3,8 |
| sport | 10 | 2,67 | 3,72 |

|  |  |  |
| --- | --- | --- |
|  | Info types | Privacy scores |
| sport | 1 | 1,48 |
| hobby | 2 | 2,06 |
| werk | 3 | 2,16 |
| geloof | 4 | 2,35 |
| politiek | 5 | 2,65 |
| angst | 6 | 2,97 |
| relatie ouders | 7 | 3,26 |
| fotos | 8 | 3,44 |
| emotie | 9 | 3,58 |
| adres | 10 | 3,76 |
|  |  |  |

1 12 54 120 35

1/1 12/6 54/18 120/30 35/7

0,016

0,1935

0,871

1,935

0,565

-2,58 -1,58 -0,58 0,42 1,42 = variatie van 2,33

1,52 is standaard afwijking

In de grafische rekenmachine invullen van bijv emoties

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Uw emoties | 1,61%  1 | 9,68%  6 | 29,03%  18 | 48,39%  30 | 11,29%  7 | 62 | 3,58 |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |

Standaard afwijking 0,878679

For this reason, it is more appropriate to treat most likert scales as **ordinal, meaning the response options can at least be ranked in some order**.  You can express the median and the mode, for example, and the most common analyses are simple frequency breakouts or bar graphs based on the distributions (by percentages).  You can also group like responses together, creating a general favorability or satisfaction rating.  If you want to compare expected and observed distributions, a chi square test can also be applied to ordinal results.

To avoid these response biases, you can use online survey software that allows question randomization, break up your matrix questions with other types of questions and scales, and phrase some questions in a manner that makes respondents switch their thinking.  An example of the latter would be to ask a series of positive questions in your survey questionnaire, and then throw in a couple questions worded differently so as not to allow habituation or acquiescence.  Use care up-front in your online questionnaire design to be sure that you'll reduce error and bias in your results.

If your target audience is small, this may be okay for you...but you certainly don’t have a representative sample from which you can accurately generalize results to a larger population, if that is a goal in your research.  Because you have no control over who does or doesn’t complete the online questionnaire, you risk bias in the validity and reliability of your results.  While e-mail surveys also suffer from self-selection bias, at least you can know the level of non-response and make adjustments accordingly.

(HIERBIJ KAN NOG CONFIDENCE INTERVALS MET STANDARD VARIATION GEDAAN WORDEN)

|  |  |
| --- | --- |
| **Information type** | **Name** |
| 1 | My favorite sport |
| 2 | Hobbies |
| 3 | Work experiences |
| 4 | Religious views |
| 5 | Political positions |
| 6 | Deepest fears |
| 7 | Relationship with parents |
| 8 | Vacation photos |
| 9 | Emotions |
| 10 | Address details |

\begin{figure}[h]

\begin{subfigure}{0.5\textwidth}

\includegraphics[width=0.9\linewidth, height=5cm]{img1}

\caption{Caption1}

\label{fig:subim1}

\end{subfigure}

\begin{subfigure}{0.5\textwidth}

\includegraphics[width=0.9\linewidth, height=5cm]{tabel}

\caption{Caption2}

\label{fig:subim2}

\end{subfigure}

\caption{Caption for this figure with two images}

\label{fig:image2}

\end{figure}

\arrayrulecolor[HTML]{DB5800}

\begin{tabular}{ |s|p{2cm}|p{2cm}| }

\hline

\rowcolor{lightgray} \multicolumn{2}{|c|}{Information types} \\

\hline

Number & Information type \\

\hline

1 & My favorite sport \\

2 & AX & ALA \\

3 &AL & ALB \\

4 &DZ & DZA \\

5 & AS & ASM \\

6 & AD & AND \\

7 & AO & AGO \\

\hline

\end{tabular}