

How many points on the scale?

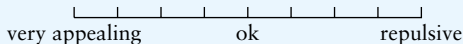
Use a small number, three, for example, when the possibilities are very limited, as in Yes/No type answers.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yes	Don't know	No

Use a medium-sized range, five, for example, when making judgments that involve like/dislike or agree/disagree statements.

Strongly agree	Agree	OK	Disagree	Strongly disagree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Use a longer range, seven or nine, for example, when asking respondents to make subtle judgments, such as when asking about a user experience dimension such as “level of appeal” of a character in a video game.



Discrete or continuous?

Use boxes for discrete choices and scales for finer judgments.

What order?

Decide which way to order the scale, and be consistent. ■