

2.8-Describing Satisfaction

Aim:

This exercise is to help you to write report findings and conclusions that describe satisfaction.

Introduction:

The Findings section of a report often describes the results of questionnaires or interviews. These often ask participants how satisfied they were with something. However, students sometimes have grammatical problems in describing these findings.

Here is an example questionnaire item on satisfaction:

	Very Satisfied	Satisfied	Not Satisfied	Not at all Satisfied
1. How satisfied were you with our services?				

The results of the questionnaire can be written down in a table, like this:

Table1: Results of a Questionnaire on Customer Satisfaction (n=200)				
Question	% Very Satisfied	% Satisfied	% Not Satisfied	% Not at all Satisfied
1. How satisfied were you with our services?	30	60	5	5
2. How satisfied are you with our products?	10	30	50	10
3. How satisfied are you with our company overall?	20	50	20	10

Note: (n=200) means that 200 customers answered the questionnaire correctly, and their answers are summarised here. 'n' stands for 'number'.

Example

Findings:

As shown in Table 1, there was a high level of satisfaction with our services, with 90% of our customers saying that they were satisfied or very satisfied. However, our products are not as satisfactory, because half of our customers indicated that they were not satisfied, and one-tenth said that they were not at all satisfied. Overall, satisfaction with our company was high, with half the customers saying that they were satisfied, and one-fifth describing a high degree of satisfaction.

Grammar to describe satisfaction:

Word	Part of Speech	Example Phrase	Example Sentence
satisfy	verb (infinitive form)	- this did not satisfy him - this could satisfy them	Our products satisfy our customers less than our service.
satisfying	verb (continuous tenses)	- it is satisfying their needs	Our services are satisfying our customers' needs.
	adjective	- it is a satisfying experience	They said that our services were satisfying their needs.
satisfied	verb (past tense)	- it satisfied them	Our level of service satisfied the customers.
satisfied	adjective	- he was satisfied with... - he feels satisfied with... - he is not satisfied with...	In general, customers were satisfied with our company, but not satisfied with our products.
dissatisfied	adjective (negative meaning)	- they were dissatisfied with... - they felt dissatisfied with...	Our customers were dissatisfied with our products.
satisfactory	adjective (more general or	- it is satisfactory - Highly Satisfactory	The level of service was satisfactory.

	impersonal than 'satisfying')		
satisfactorily	adverb	- has satisfactorily explained	No-one has satisfactorily explained the cause of this problem.
satisfaction	noun	- the level of satisfaction - the degree of satisfaction	The level of satisfaction with our services was high.
dissatisfaction	noun	- the level of dissatisfaction - the degree of dissatisfaction	The level of dissatisfaction with our services was low.

Note on Prepositions:

'satisfied', 'dissatisfied' and 'satisfaction' can be followed by 'with' or 'by'.

Now do these exercise to practice using these expressions.

EXERCISE 2.6a (Online)

a) Fill in the gaps with words from the table above:

b) Correct the mistakes in the following sentences:

1. Only half of the staff satisfied with it.
2. There is only about one-fifth of them are satisfied with it.
3. Only one-third of the staff thought that the course was satisfied.
4. The students said that the courses gave them a lot of satisfactions.
5. I can't get no satisfaction.
6. Getting a grade 'A' gave him a lot of satisfaction.

2.6b . Exercise Answer Key

1. Only half of the staff satisfied with it.

Answer: Only half of the staff are/were satisfied with it.

Explanation: 'Satisfied' is an adjective, so you should write the verb 'to be' in front of it. Use a plural form because 'half of the staff' is a plural group of people. You can use past or present tense.

2. There is only about one-fifth of them are satisfied with it.

Answers:

There is Only about one-fifth of them are/were satisfied with it.

There are/were only about one-fifth of them who are/were satisfied with it.

Explanation: 'Satisfied' is an adjective, so you should write the verb 'to be' in front of it. Use a plural form because 'half of the staff' is a plural group of people. You can use past or present tense.

3. Only one-third of the staff thought that the course was satisfied.

Answer: Only one-third of the staff thought that the course was satisfactory.

Explanation: 'Satisfied' is an '_ed' adjective that is used to describe how people feel about something or their opinion about something. However, a course cannot feel or have opinions. A course can be 'satisfying' or 'satisfactory'. If you are talking about the course in general, use 'satisfactory'. If the course affects you on a personal level, use 'satisfying'. The normal word to use in this situation is 'satisfactory'.

4. The students said that the courses gave them a lot of satisfactions.

Answer: The students said that the courses gave them a lot of satisfaction.

Explanation: 'Satisfaction' is uncountable, so it can't have an 's' on the end.

5. I can't get no satisfaction.

Answer: I can't get any satisfaction.

Explanation: Although 'I can't get no satisfaction' is the title of a song by The Rolling Stones, it is not acceptable formal grammar for report writing.

Getting a grade 'A' gave him a lot of satisfaction.

Answer: Getting a grade 'A' gave him much/great/a great deal of / a lot of satisfaction.

Explanation: Use 'much', not 'many', because 'satisfaction' is uncountable. 'Great' and 'a great deal of' are more formal alternatives, while 'a lot of' is less formal.
