Scaling Techniques

← Comprative Scales

Non-comparative scales →

Comprative Scales

① Paired Comparison

	A	B	C
A	×	1	1
B	0	×	0
C	0	1	×

② Rank order

③ Constant Sum

④ Q - Sort

Non-comparative scales

Contineous rating scales

[- - --- *···]

Itemized rating scales

① Likert scale

(1) strongly disagree

→ (5) strongly agree

② Semantic differential scale

Boring [   ] Exciting
        1   .   7

③ Stapel scale

+ 5
⋮
+ 1
event (without neutral o)
− 1
⋮
− 5

b) i) • # of scale categories
   • balanced vs unbalanced

   • odd / even categories

   • forced vs non-forced

   • physical form

ii) Min 3   Max 10

iii) • Subsampling of non-respondents

   • Replacement / Substitution

   • Simple weighting, trend analysis