

Further reading on semantic differential scales

In Chapter 4, we describe an example of a semantic differential scale. Below is an example of two variations of this type of scale. Sometimes the scaling shown in Figure A4.1, is used. These two examples both provide an infinite number of answer categories. In Scale A the respondent is not aided what the spacing is along the scale while for Scale B the researcher indicates the spacing. Both provide the respondent the option to tick a response anywhere between *Uncomfortable* and *Comfortable*. This seems very accurate because the respondent can tick any point on a continuous (infinite) scale. In practice, however, the answer is imprecise because the respondents does not ‘*know*’ where, for example, “somewhat uncomfortable” lies on the line. Another drawback of this type of scale is that entering the responses could be time-consuming because it could involve measuring the distance from the one end of the scale.

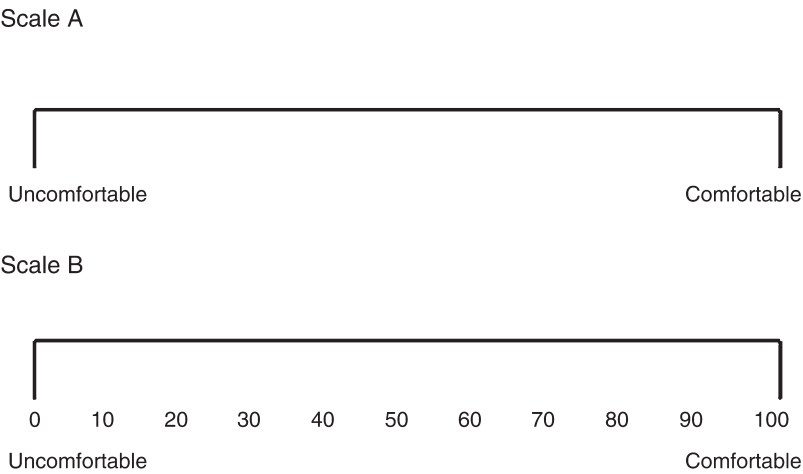


Figure A4.1 Two variations of the semantic differential scale.

