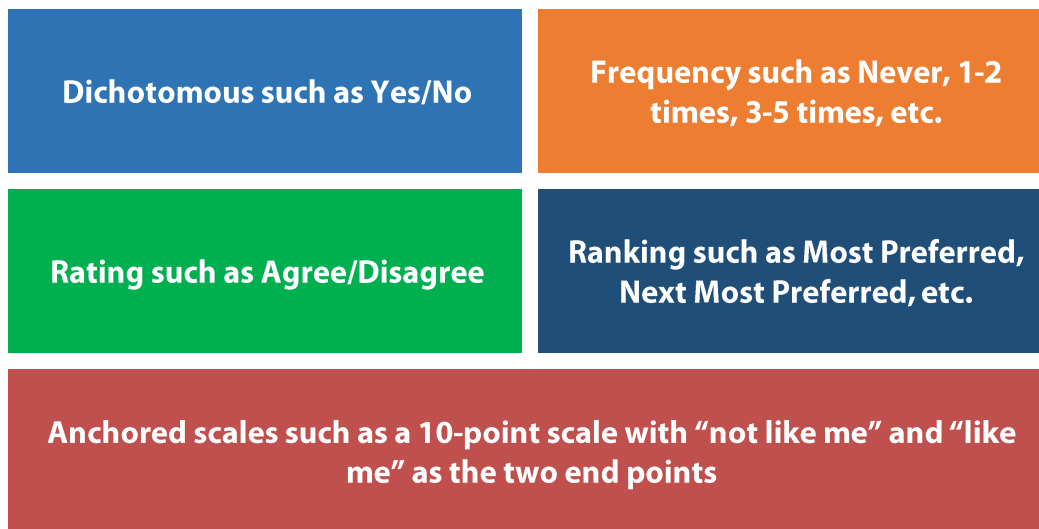


SCALES, SCALES, AND MORE SCALES

Critical to data collection are the choices through which individuals voice their preferences, attitudes, beliefs, and intentions. Whether simple, yes/no response choices to more complex ranking there are good practices to pay attention to in order to obtain meaningful data.

Some types of basic scales are:



Some key considerations are:

- Does the scale match the question being asked?
 - Use frequency scale for frequency questions, use agree/disagree (or similar scale) for questions about opinions.
- Are the scale choices all of the same type?
- Is Not Applicable a legitimate option?
 - If yes, give this as an option, otherwise participants may leave blank or select a choice they do not want to pick.
- Is the scale balanced?
 - If agree/disagree are there an equal number of response choices on both sides of a mid-point.
- Does the scale have an even or odd number of choices?
 - If odd, pay attention to the mid-point. If labeled, it should have a legitimate middle ground; “don’t know” is not a mid-point.

