SCALES

A Scale is a tool or mechanism by which individuals are distinguished as to how they differ from one another on the variables of interest to our study.

NOMINAL SCALE

A nominal scale is one that allows the researcher to assign subjects to certain categories or groups.

For example: Your department
- Production
- Sales
- Accounting
- Personnel
- R&D
- Others (specify)

ORDINAL SCALE

An ordinal scale categorizes the variables in such a way as to denote differences among the various categories, it also rank-orders the categories in some meaningful way.

For example:

APPs	RANKING
Whatsapp	
Viber	
Hike	
Line	
Wechat	

INTERVAL SCALE

An interval scale allows to perform certain arithmetical operations on the data collected from the respondents.

For example:

	Strongly Disagree	Disagree	Neither agree nor Disagree	Agree	Strongly Agree
• My job offers me a chance to test myself and my abilities					

RATIO SCALES

The ratio scale measures the magnitude of the differences between points on the scale but also taps the proportions in the differences.

For example:

Boys – 20 and Girls – 30

Then the ratio will be 1:1.5

Dichotomous scale

- to elicit yes or no answer

For example: Do you own a car?　　　o Yes　　o No

Category scale

- for multiple items to elicit a single response

For example: your caste

o OC　　o BC　　o MBC　　o ST　　o Others

Semantic differential scale

- several bipolar attributes are identified
- respondents are asked to indicate their attitudes

For example: Courageous _____ Timid

Honest _____

Dishonest

Numerical scale

- The scale provides number on a five-point or seven point
- with bipolar adjectives at end

For example: Honest [7   6   5   4   3   2   1] Dishonest

Stapel scale

• it measures both the direction and intensity of the attitude

For example:

state how you would rate your supervisor's abilities with respect to each of the characteristics mentioned below
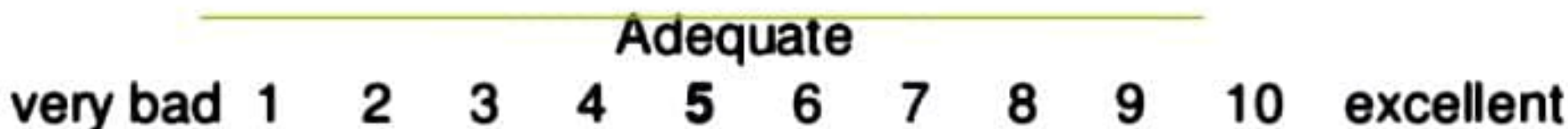
+3 +2 +1 product innovation   -1 -2 -3

+3 +2 +1 interpersonal skills   -1 -2 -3

Graphic rating scale

• it is a graphical representation

For example:

on a scale of 1 to 10, how would you rate your supervisor?

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                                          Adequate
        very bad  1    2    3    4    5    6    7    8    9    10    excellent
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Forced choice scale

- there will be two alternatives
- choice is to select one alone

For example:

which is your favorite subject?

    o maths   o science

What is a Likert Scale?

Various kinds of rating scales have been developed to measure attitudes directly (i.e. the person knows their attitude is being studied). The most widely used is the Likert scale (1932).

In its final form, the Likert scale is a five (or seven) point scale which is used to allow the individual to express how much they agree or disagree with a particular statement.

For example:

I believe that ecological questions are the most important issues facing human beings today.

Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
(1)	(2)	(3)	(4)	(5)