Questionnaire Design 201: Scale Selection

This 4-week Power Program covers various ranking and rating scales, including Likert, semantic differential, constant sum, and more. The class also delves into decisions related to the choice of even versus odd scales, number of points, and related topics. The instructor will also cover scale selection considerations for both online and telephone data collection. This class meets once a week for 60 minutes, for 4 consecutive weeks.

1. What is a scale?
   a. Definition
   b. Simple examples
   c. Basic concepts
      - Dichotomous
      - Bipolar
      - Anchored
      - Labeled
      - Open-ended
   d. How are scales validated?

2. What types of bias are known to exist and how can scale selection address them?
   a. Acquiescence bias
   b. Extreme response bias
   c. Other forms of response bias
   d. Social desirability issues

3. Scale selection and data analysis implications
   a. 5 steps to choosing scales that will support your data analysis needs

4. Common scales and answer option types (with examples)
   a. Rank order
   b. Likert scales
   c. Semantic differential scales
   d. Constant sum
   e. Unconventional scales
f. Scale sources

5. Considerations by data collection mode
   a. Scale wording and instructions for telephone data collection
   b. Scale wording, instructions and formatting for online data collection
   c. Considerations for multinational data collection

6. Best Practices Review
   a. Scale selection
   b. Avoiding common errors
   c. Considerations for tracking studies
   d. Standardizing on scales
   e. Final review exercise

Class availability and content subject to change. For the most current information, please contact Sales@ResearchRockstar.com.