



Survey Response Scales

The response formats used in surveys vary depending on the type of question being asked. Responses can be as simple as a choice between “Yes” or “No” or as complex as choosing an answer among seven response options.

The response options for each question in your survey may include a dichotomous, a three-point, a five-point, a seven-point or a semantic differential scale. Each of these response scales has its own advantages and disadvantages, but the rule of thumb is that the best response scale to use is the one which can be easily understood by respondents and interpreted by the researcher.

The banner features the Explorable logo and the text "Quiz Time!" in a white, handwritten-style font. Below this, there are three white-bordered thumbnails. The first thumbnail shows a pair of red roller skates on a wooden deck, with the text "Quiz: Psychology 101 Part 2" below it. The second thumbnail shows a fan of colorful pencils, also with the text "Quiz: Psychology 101 Part 2" below it. The third thumbnail shows a Ferris wheel at sunset, with the text "Quiz: Flags in Europe" below it. In the bottom right corner of the banner, there is a white button with the text "See all quizzes =>" in orange.

Dichotomous Scales

A dichotomous scale is a two-point scale which presents options that are absolutely opposite each other. This type of response scale does not give the respondent an opportunity to be neutral on his answer in a question.

Examples:

- Yes- No
- True - False
- Fair - Unfair
- Agree – Disagree

Useful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Useless
Reliable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unreliable

2. Unmarked Semantic Differential Scale

The central line serves as the neutral point:

Inexpensive _____|_____ Expensive

Effective _____|_____ Ineffective

Useful _____|_____ Useless

Reliable _____|_____ Unreliable

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