

**Department of applied-economics &commerce
management programme**

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SCALING

Scaling is the procedure of measuring and assigning the objects to the numbers according to the specified rules. In other words, the process of locating the measured objects on the continuum, a continuous sequence of numbers to which the objects are assigned is called as scaling.

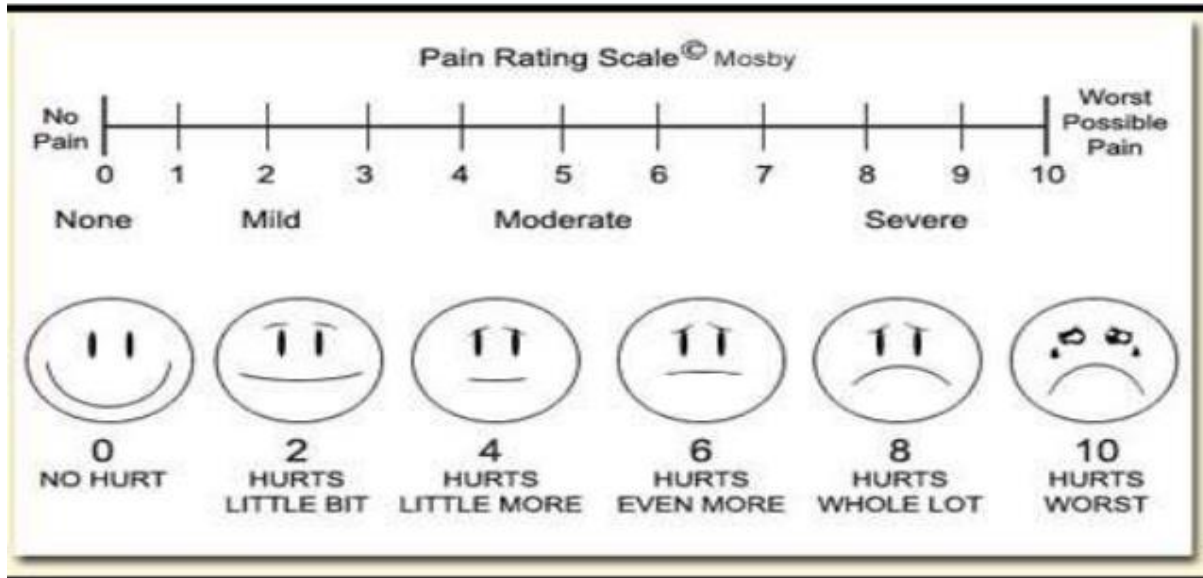
NON-COMPARATIVE SCALING TECHNIQUE

1. Continuous rating or graphic rating
2. Itemized rating
 - (a) Likert scale
 - (b) Semantic differential scale
 - (c) Staple scale
3. Simple/multiple category scale
4. Verbal frequency scale

Continuous or Graphic rating

The graphic rating scale is quite simple and is commonly used in practice.

EXAMPLE OF GRAPHIC RATING SCALE



Itemized rating scale

(a) Likert scale:

A **Likert scale** but commonly mispronounced is a [psychometric](#) scale commonly involved in research that employs [questionnaires](#). It is the most widely used approach to scaling responses in survey research, such that the term (or more accurately the **Likert-type scale**) is often used interchangeably with [rating scale](#), although there are other types of rating scales.

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.

Strongly disagree	disagree	undecided	Agree	Strongly agree
1	2	3	4	5

A Likert scale assumes that the strength/intensity of an attitude is linear, i.e. on a continuum from strongly agree to strongly disagree, and makes the assumption that attitudes can be measured.

For example, each of the five (or seven) responses would have a numerical value which would be used to measure the attitude under investigation.

(b) Semantic differential scale

Semantic differential scale was developed by Osgood. This scale is based on the presumption that an object can have different dimensions of connective meanings which can be located in multidimensional property space.

This scaling consists of a set of bipolar rating scale.

(c) Stapel scale:

This scale was developed by John Stapel. This is a unipolar rating scale with usually 10 categories numbered from -5 to +5.

This scale does not have zero or the neutral point.

Positive numbers mean the term describes the object accurately. while negative number implies that the term describes the object inaccurately. +5 means the highest degree of accuracy while - 5 means the highest degree of inaccuracy.

3. SINGLE/MULTIPLE CATEGORY SCALE:

These scales are also known as dichotomous scales. Here we have two or more mutually exclusive responses. For e.g. 'yes' or 'no', 'true' or 'false'. The respondent has to choose only one out of the given categories.

4. VERBAL FREQUENCY SCALE:

This scale is used when the respondent is unable or unwilling to give the exact number in the answer.

For e.g. How often do you eat?

1. Frequently
2. Sometimes
3. Rarely
4. Never

This scale provides only an approximation of frequency and so the data is an ordinal scale.

