

Atividade em Sala nº 8 - Produção de dados: exemplos de escalas

Veja exemplos de diferentes escalas mostradas em De Vaus (2002):

Rating scales

De Vaus refers to the wide range of types of questions and rating scales and some examples are given below:

Numerical rating scale

How useful would you think a family planning centre in your area would be? (please circle)

1 2 3 4 5 6 7

Not at all useful → Very useful

Checklist

Please tick the boxes beside the characteristics that best describe you as a person.

Ambitious	<input type="checkbox"/>
Athletic	<input type="checkbox"/>
Cautious	<input type="checkbox"/>
Good-looking	<input type="checkbox"/>
Moody	<input type="checkbox"/>
Happy	<input type="checkbox"/>
Obliging	<input type="checkbox"/>
Highly strung	<input type="checkbox"/>
Poised	<input type="checkbox"/>

Likert scales

A local family planning centre would be useful for my community (please tick):

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DISAGREE	DISAGREE	NEUTRAL	AGREE	AGREE
strongly				strongly

Ranking scales

Rank order the following issues in terms of how important they are to you when you decide to vote (1 would be the most important and 5 the least important).

Policies to reduce unemployment	<input type="checkbox"/>
Improving the environment	<input type="checkbox"/>
Spending more money on education	<input type="checkbox"/>
Getting tough on crime	<input type="checkbox"/>
Reducing taxation	<input type="checkbox"/>

Visual analogue scale (also 'semantic differential' rating scale)

Please indicate how helpful your employer has been in enabling you to develop your career by putting a mark on the following scale.

Not at all helpful → Extremely helpful

Dichotomous questions

What is your sex (gender)?

Male Female

Do you smoke cigarettes?

Yes No

Multiple nominal responses

Please indicate your current marital status by ticking the appropriate box.

Married/cohabiting
Never married
Widowed
Separated
Divorced
Other

Multiple ordinal responses

Please indicate how often you attend church or a place of worship by ticking the appropriate box.

At least weekly
Two or three times a month
About once a month
Once every three months
Almost never
Never

Collecting background/demographic data

It is very useful to collect background data on the respondents to questionnaires so that you can learn about possible relations between their social characteristics and their responses. It is important to think carefully about the background data that are likely to be useful in your study: sex, age, social class (whose social class and how can it be assessed?), education, ethnicity, household composition, marital status, size of institution, characteristics of institution etc. Not all data are

Classificar tais escalas de acordo com a classificação de variáveis categóricas que vimos anteriormente, devido a Nishisato (2007).