

RESEARCH METHODOLOGY

LECTRURE-27

Likert scale

To understand the Likert rating scale, you first need to understand what a survey scale is.

A survey scale represents a set of answer options—either numeric or verbal—that cover a range of opinions on a topic. It's always part of a closed-ended question (a question that presents respondents with pre-populated answer choices). So what is a Likert scale survey question? It's a question that uses a 5 or 7-point scale, sometimes referred to as a satisfaction scale, that ranges from one extreme attitude to another. Typically, the Likert survey question includes a moderate or neutral option in its scale. Likert scales (named after their creator, American social scientist Rensis Likert) are quite popular because they are one of the most reliable ways to measure opinions, perceptions, and behaviors. Compared to binary questions, which give you only two answer options, Likert-type questions will get you more granular feedback about whether your product was just “good enough” or (hopefully) “excellent.” And Likert questions can help you decide whether a recent company outing left employees feeling “very satisfied,” “somewhat dissatisfied,” or maybe just neutral. This method will let you uncover degrees of opinion that could make a real difference in understanding the feedback you're getting. And it can also pinpoint the areas where you might want to improve your service or product.