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Abstract

Sanchez compares the seven-point scale administration of items in the 1980 National Election Study to identical questions from a national telephone survey conducted in June of that year. On the surface there appears to be slight differences in the response patterns of the two formats. For example, there is a tendency for points two and six to be under represented (and points one and seven to be over represented) in the telephone data, but the differences with the personal interview responses seem to be small. Sanchez, therefore, concludes that the approach used in the June telephone survey may work as well as -- or better than -- any other telephone adaptation (if the goal is compatibility with face-to-face interview data).