

March 3rd, 1967

Semantic Scales

We are attempting to set up scales which can be used to measure the degree of difference between two samples. In order to do so, we would appreciate your help in finding adequate words to describe various points on a scale.

To visualize more clearly what this is about, you might think of school grading where such terms as poor, fair, good, very good and excellent were used to describe a student's performance in terms of percent achieved in an examination. We are concerned with whether or not the difference between a "poor" and "fair" grade is the same as that between a "very good" and "excellent" grade.

In a taste-testing frame of reference, there are no percent scores on an examination paper upon which we can hang words. We have to work in reverse by trying to find words which everybody understands as having a particular value.

The six adverbs listed in random order on the attached sheet are to be considered as descriptive of a degree of difference. They would be used as replies to this specific question: "How different do these samples appear to be?"

We would like you to draw a line between each word in the list and some point on the 10 cm. line below it where you feel it most appropriately lies. Do not consult others as to their evaluations - we want your individual reply.

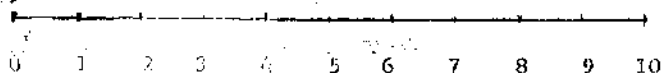
Note:            A zero scale value is equivalent to "not-different".

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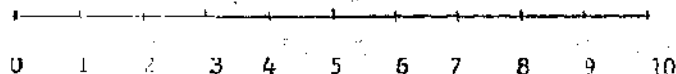
1.

grossly different      very slightly different      slightly different      scarcely different      infinitely different      hardly different



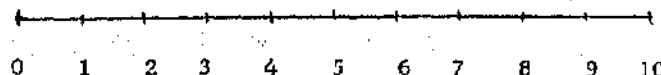
2.

quite different      significantly different      very different      barely different      considerably different      just noticeably different



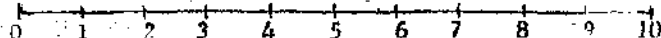
3.

moderately different      noticeably different      not different      greatly different      fairly different      completely different



4.

exceedingly different      extremely different      enormously different      fractionally different      immensely different      faintly different



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