



GLOSSARY



About to conduct market research through a survey?
This glossary is here to help you with the most
common terms and to get you on your way, good luck!



SurveyAnyplace

Anonymous survey

An anonymous survey is a survey which **excludes the collection of respondent's personal information** so that whoever filled out the survey, his or her choices can't be identified later on. For web surveys, this identifying information is the IP address of the computer running the web browser. For email surveys, this is the email address of the person who sends the survey.

Closed-ended question

A closed-ended question **generates a limited sets of responses** that can be coded easily in a database with some number or symbol that represents a response. Multiple-choice, ordinal, interval and ratio questions generate closed-ended responses.

Comparative scales

Comparative scales involve the **direct comparison of stimulus objects**. Most often, the respondent is asked to compare one brand, product or feature against another. Comparative scale data must be interpreted in relative terms and have only ordinal or rank order properties.

Conditional branching

Conditional branching **allows users to skip screens in the survey** if certain user defined conditions are met. It's also known as skip logic, branch logic, branching, survey routing or disqualify logic. These all create a custom path through the survey based on a respondent's answers.

Continuous scale

On a continuous scale **respondents rate the objects by placing a mark at the appropriate position on a line that runs from one extreme of the variable to the other**. A continuous scale should not be confused with a continuous sum.

Demographic question

Demographic questions usually ask for more **personal information**. The main demographic questions are about age, ethnicity, education, household composition, and employment status. But there are plenty of other demographics you can add based on your needs such as income, gender, location, etc...

Discrete scale

Discrete data, like counts, are numeric data that have a **finite number of possible values** and can only be **whole numbers**. Examples of these are the number of kids you have at home, a credit card number, ... In some situations (credit card number), mathematical functions or calculations are not possible.

Double barreled question

A double-barreled question (also known as a compound question or double-direct question) is a question **composed of more than two separate issues or topics**, but which can only have one answer. Unfortunately this tends to make your question confusing and, of course, double-barreled, which renders it useless.

Forced choice scale

A forced choice scale (also known as an ipsative scale) is a rating scale that does not allow for an Undecided, Neutral, Don't know or No opinion response. This **forces respondents to express an opinion** or attitude.

Guttman scale

A set of items or statements is put so that a respondent who agrees with any specific question in the list **will also agree with all previous questions**.

An example would be:

- I can give a short, rehearsed basic presentation on a familiar subject
- I can give a prepared straight forward presentation on a familiar subject
- I can give a well-structured presentation on a complex subject
- I can present a complex topic, confidentially to an audience unfamiliar with it

Interval scale

An interval scale has numerical **scales in which intervals have the same interpretation throughout, but not a "true "zero point**. This makes it not possible to make statements about how many times higher one score is than another.

For example: Tom can rate a product a 7, which he sees as really good, but Annie sees 7 only as average and grants a 9.

Leading question

A leading question is a type of **question which forces the respondent to answer in a particular way**. Often implying or encouraging a certain answer by manipulating the respondent. They are undesirable as they produce inaccurate information.

Likert Scale questions

A type of forced response scale, the **respondent is presented with a statement and is asked his/her level of agreement with the statement** by selecting a point on the scale.

Multiple Choice question

A multiple choice question is a **question type where the respondent is asked to choose one or more items from a limited list** of choices.

Net Promotor Score (NPS)

The NPS is **calculated based on responses to a single question: How likely is it that you would recommend our company/product/service to a friend or colleague?** The scoring for this answer is most often based on a 0 (not at all likely) to 10 (extremely likely) rating scale.

Net Scoring is then applied with the percentage of scores from 0 to 6 (Detractors) subtracted from the percentage of scores from 9 to 10 (Promoters). Scores of 7 - 8 are called passive.

This gives an index ranging from -100 to 100 measuring the willingness of customers to recommend a company's products or services to others.



Numerical scale

Also known as a Numerical Rating Scale (NRS), is a scale which renders a quantitative symbolization of an attribute. This is done by **presenting the respondent an ordered set from which to choose, for example, 1 to 10, coupled with anchors**. These anchors can be put at the endpoints or at each point on the scale.

Open-ended question

Open ended questions (also known as 'comments' or 'verbatim') **can't be answered with a simple 'yes', 'no' or one worded answer. Open questions are likely to receive a long answer**, ideal for qualitative research.

Ranking question

This allows survey respondents to **compare different items to each other by placing them in order of how they score** (or rank) at a specific aspect, such as design, cost, functionality, importance. Often with the most important or preferred item ranked first or on top of the list.

Rating scale question

A rating scale is **a method that requires the respondent to assign a value**, sometimes numeric, to the rated object.

Recency effect

The recency effect is the principle that the **most recently presented items will most likely be remembered best**. If you hear a long list of words, it is more likely that you will remember the words you heard last rather than words that occurred in the middle.

Respondent burden

Respondent burden (also known as response burden, response fatigue, and subject burden) is often defined as **the effort required to answer a questionnaire**. A factor that has been proposed to affect the respondent burden is questionnaire length, and this burden is manifested in, for example, response rate.

Sample size

The sample size refers to **the number of individual pieces of data collected in a survey**. It is important in determining the accuracy and reliability of a survey's findings.

Smiley rating

A smiley rating question is a rating question, used to get a clear view of how someone likes your product, service or business. The smiley question is **a 5-point rating scale representing sentiments from negative to neutral to positive.**

Star rating

A star rating is a rating **question that lets people rate a product or service with a number of stars.** A star rating can be used when asking for general opinions, emoji or smiley rating are more suitable when asking about emotions or sentiments.

Survey accuracy

Survey accuracy is the **extent to which a survey result represents the attribute being measured** in the group of interest or population.

Survey bias

Survey Bias or response bias is **a general term for a range of cognitive biases that influences participants to reply an inaccurate or dishonest response.**

Survey completion rate

A survey completion rate is the **amount of people who started the survey that also complete it.**

Survey fatigue

Survey fatigue (also known as respondent fatigue) is a problem that **occurs when survey respondents become bored or tired during the survey** and begin to perform at a substandard level and start providing less or incorrect data.

Survey incentives

Are **the reason**, monetary or non-monetary, physical or emotional, that drive or motivate **people to fill in your survey**.

Survey introduction

As the word suggests, it is a little **intro to your survey, providing your respondents with essential information** such as why the survey was made, how long it will take, what happens with the gathered data, if everything is anonymous, ...

Survey invitation

Survey invitations are **invitations by letter, mail, text or phone which invite people to participate in a survey** or questionnaire. Nowadays, email is the most common one.

Survey response rate

Response rate, also known as completion rate or return rate, is **the number of people who completed the survey divided by the number who received an invitation or were in the sample**. It is usually expressed in the form of a percentage.

Survey scale

In common survey usage, a scale is **an ordered series of response options**, presented verbally or numerically **from which the respondents select to indicate their level of feeling about the measured attribute**. More properly a scale is a composite score of a number of survey questions that each measure the same attribute.

Verbal scale

A verbal scale also referred to as a "word statement" or "scale expression", is where **the response options are presented to the respondent using words**, whether spoken or written.

