

AN ASSESSMENT OF THE EQUALITY OF SEMANTIC AND PERCEPTUAL
RELATIONSHIPS BETWEEN TWO SCALING FORMATS

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Abstract

This research extends the comparison between the Stapel and Semantic Differential scaling formats to include multiple objects, interitem covariance matrices, interpretation of extracted factors, and perceptual spaces. It is recommended that the methodologically simpler Stapel scaling format not be substituted for the Semantic Differential scaling format when the purpose of a study is to either identify and interpret the dimensions of a semantic space, or to describe the location of the objects in a product space.