

Authors Reply

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Sir,

Yes and No comes under both 2-Point Likert Scale and Dichotomous scale.

Example¹

1. **2-Point Likert Scale Example for Agreement:** This question is the simplest Likert scale question example where there'll be just two option such as agree and disagree as two poles of the scale.

The product was a good purchase:

- Agree
 Disagree

Example²

Dichotomous Scales:

- Fair Agree True Yes
 Unfair Disagree False No

Which survey scale should you use?

It depends on the type of data you want.

Dichotomous scales (“yes” vs. “no”) are great for precise data, but they don’t allow for nuance in respondents’ answers. For instance, asking if a customer was happy with an experience (yes or no), gives you almost no insight into how to improve the experience for an average customer.

A Likert Scale or Net Promoter Score (NPS) is better for that task because of its increased range. Although-and this is a big point-says Spool, “Anytime you’re enlarging the scale to see higher-resolution data, it’s probably a flag that the data means nothing”³

REFERENCES

1. Top 10 Likert Scale Examples for your next survey. Available in <https://www.questionpro.com/blog/likert-scale-examples/>
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3. Survey Design 101: Choosing Survey Response Scales. Available in <https://conversionxl.com/blog/survey-response-scales/>

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