

WORKSHEET 7

Semantic Differential

Negative Attributes (e.g., bad, weak, passive)						Positive Attributes (e.g., good, strong, active)
_____		_____		_____		_____
_____		_____		_____		_____
_____		_____		_____		_____
_____		_____		_____		_____
_____		_____		_____		_____
	1	2	3	4	5	

1. After determining the attributes people think about when they consider your service, construct a survey instrument. Use questions with evaluation, potency, or activity scales.
2. Ask respondents to rate one service from one organization at a time. If there are three competitive alternatives, you would have three sections for the respondents to complete, one at a time.
3. Total the results for each competitive alternative. Divide each total by the number of respondents to get the average.
4. Plot the average (line of means) for each alternative on one worksheet. (Use different colors or solid and dashed lines to distinguish the alternatives.)
5. Select one pair at a time to plot on a positioning map (see worksheet 8).