

Semantic Differential Question Type

Semantic Differential questions are a form of rating scale designed to identify the connotative meaning of objects, words, and concepts.

When to use it

Similar to a Likert question, a Semantic Differential allows you to collect many opinions in one question.

Weak	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Powerful
Inexpensive	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Expensive
Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Good
Dated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Modern
Hard to Use	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Easy to Use

[Add a survey](#) with this question to your account!

Setup

1. Click the **Question** link on the page where you would like to add your Semantic Differential question.
2. Select **Semantic Differential** from the Question Type dropdown and enter the question you wish to ask.
3. Column headers will be added by default. These are numeric values ranging from -2 to 2 as we're specifying a range or continuum. You can edit or delete these column headers or add additional column headers. If you wish to record the numeric values but display something different you can [define your own reporting values](#).

Column Headers [Advanced Option Settings](#)

<input type="text" value="-2"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="-1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="0"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="2"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

[Paste in Options](#)

Show Column Headers

4. By default, column headers will not display to survey respondents. If you wish to display them check the option to **Show Column Headers** just below your list of column headers.
5. To input your row headers which are the extreme labels of your range. Use the suggested formatting: left|right. That's the left value separated from the right value with the pipe symbol. The pipe symbol is usually found on keyboards above the Return/Enter key.

Row Headers
(use format: left|right)

Weak|Powerful

Inexpensive|Expensive

Bad|Good

Dated|Modern

Hard to Use|Easy to Use

+ Click to Add Option Paste in Options

Display Column Headers

By default, column headers will not display to survey respondents. If you wish to display them check the option to **Show Column Headers** just below your list of column headers.

Column Headers [Advanced Option Settings](#)

-2

-1

0

1

2

+ Click to Add Option Paste in Options

Show Column Headers

Survey Taking

On a desktop and most laptops, the Semantic Differential question type looks like so.

Weak	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Powerful
Inexpensive	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Expensive
Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Good
Dated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Modern
Hard to Use	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Easy to Use

When optimized for mobile devices the Semantic Differential question type displays as sliders; this makes it a easier to interact with as mobile respondents will be using their finger to select answers.

Note: Column headers are not supported in the [mobile one-at-a-time interaction](#). You can turn off the [one-at-a-time interaction](#) if you wish.

Note that if a slider is left untouched, the row will be considered to be unanswered.



Reporting

Semantic Differential questions report as a grid, with values and percentages for each option selected. The left and right row headers are displayed for reference.

	-2	-1	0	1	2	Responses
Weak Count Row %	14 17.7%	13 16.5%	14 17.7%	16 20.3%	22 27.8%	Powerful 79
Inexpensive Count Row %	25 32.1%	14 17.9%	13 16.7%	10 12.8%	16 20.5%	Expensive 78
Bad Count Row %	16 21.1%	16 21.1%	16 21.1%	18 23.7%	10 13.2%	Good 76
Dated Count Row %	13 16.5%	22 27.8%	15 19.0%	13 16.5%	16 20.3%	Modern 79
Hard to Use Count Row %	17 22.7%	13 17.3%	12 16.0%	17 22.7%	16 21.3%	Easy to Use 75
Totals						387 100.0%

+ See additional compatible chart types

+ See what other report types are compatible

Exporting

CSV/ Excel Exports of Semantic Differential questions will display a column for each row header.

Strong Weak:Please rate the President on the following traits:	Decisive Indecisive:Please rate the President on the following traits:	Good Bad:Please rate the President on the following traits:	Active Passive:Please rate the President on the following traits:	Industrious Lazy:Please rate the President on the following traits:	Happy Sad:Please rate the President on the following traits:
5	5	3	5	7	5
7	3	7	1	4	3
6	7	3	1	5	2
2	7	4	1	4	3
5	5	6	5	2	4
1	1	1	2	2	4
1	2	3	4	5	6
1	4	4	3	5	1
3	1	6	1	3	6
2	5	3	4	3	7

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