

# Scale Questions Overview

## What is a 'scale' question?

A scale question is a statement with preset answers that progress on a scale. We recommend that every scale question is offered with two parts: the scale part, and a brief follow up allowing explanation. For example, the statement is: *Voters need more sources of nonpartisan candidate information.* The scale responses for this type of question are responses ranging from *Strongly Agree* to *Strongly Disagree*. This would be coupled with a follow-up question that simply states: *Explain your answer.*

## Why would I use a scale question?

Three reasons: 1) Scale requires the candidate to clearly state their position first; 2) While the Voter Guide has always had Agree/Disagree type questions, scale questions allow for a more nuanced answer from the candidate; and 3) More and more users are viewing their voter guides on mobile devices. If we want them to engage, we have to present the Q&A in a more succinct manner. Two to three sentences should suffice for an explanation, and this makes for a better user experience.

## What kinds of scale questions can we ask?

The Voter Guide offers five types of scale questions. The question types and their respective upper and lower scales are: Agreement (Strongly Agree/Strongly Disagree), Quality (Excellent/Poor), Relative Quality (Much More/Much Less, Importance (Absolutely Critical/Not At All Important), and Support (Strongly Support/Strongly Oppose).

## How are scale questions activated?

Scale questions have been activated when a request is submitted either to the Helpdesk or LWWUS.

## Can I change the language of the scale answers?

Yes, you can modify the language of the scale answers.

## Can I create more levels of scale?

No, you cannot create more than five levels.

## How are scale questions presented to the user?

The user sees four things: the scale question, the candidate's response, the unchosen responses, and a candidate explanation (provided you have followed the recommended format and included the follow-up question).

## Can we export scale questions?

Candidate responses are exportable; the unchosen scale selections are not exported.

## Do I have to use scale questions?

ethePeople suggests that every guide include *at least one* one "low volume" type question; that is, either a scale-type question or YouTube type question.

## Examples:

Bullying should be addressed with zero-tolerance measures that are clearly stated.

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Explain your answer.

A rectangular text input field with a light gray background and a thin border. It features vertical scrollbars on the right side and horizontal scrollbars at the bottom, indicating it is a multi-line text area.

How important is arts and music programming in our schools?

- Very unimportant
- Somewhat unimportant
- Neither important nor unimportant
- Somewhat important
- Very important

Explain your answer.

A rectangular text input field with a light gray background and a thin border. It features vertical scrollbars on the right side and horizontal scrollbars at the bottom, indicating it is a multi-line text area.

What is your opinion of the level of funding for senior citizen projects?

- Much less
- Somewhat less
- Fine as is
- Somewhat more
- Much more

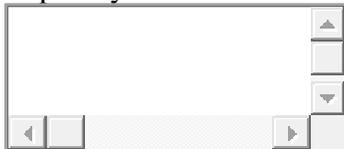
Explain your answer.

A rectangular text input field with a light gray background and a thin border. It features vertical scrollbars on the right side and horizontal scrollbars at the bottom, indicating it is a multi-line text area.

What is your opinion of the quality of service offered by our current town council?

- Poor
- Below average
- Average
- Above average
- Excellent

Explain your answer.

A rectangular text input field with a light gray background and a thin border. It features vertical scrollbars on the right side and horizontal scrollbars at the bottom, indicating it is a multi-line text area.

Medical marijuana should be offered in a controlled environment in our community.

- Strongly oppose
- Oppose
- Neither support nor oppose

- Support
- Strongly support

Explain your answer.

