

Author(s): Sanchez, Maria

Title: Branching versus 7-Point Scale Measurements

Technical Report Number: nes010128

Date: July 25, 1984

Dataset(s): 1982 Method Comparison Project

Abstract

Sanchez compares the performance of the 7-Point and branching question formats using data from the 1982 Method Comparison Project. While both formats elicit comparable levels of missing data over the first two rounds of administration, the branching method produces a considerably larger number of missing data responses beyond the second administration. In other words, the branching method seems to yield a cumulative effect of response avoidance.