

# 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 LWVUS.

## **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.

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.

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.

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.

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.

A rectangular text input area with a thin black border. On the right side, there is a vertical scroll bar with a small upward-pointing arrow at the top and a downward-pointing arrow at the bottom. The interior of the box is empty, suggesting it is a placeholder for a text response.