

THREE WAYS TO ANALYZE LIKERT SCALES

Have you ever been a victim of the Likert Crush, where you have great Likert survey data but struggle to analyze it? Use these three techniques to avoid the Likert Crush.

1. AVOID LIKERTING

One of the best ways to avoid the problem with Likert scales is simply to avoid them. A great option is to replace Likert response questions with a linear numeric response format. This is a much simpler scale.



2. GROUP THEM UP

A good solution when analyzing Likert data is to design a survey containing a number of Likert questions that all point in the same direction. The group of Likert questions is then analyzed together.



3. DESCRIBE IT AND LEAVE IT

When a survey contains a multitude of Likert type questions that cannot be logically grouped, the best analysis is often simply to describe what was seen. Describing data, particularly when coupled with good plots and graphs can be just as effective as statistical testing in getting your point across.