

CUSTOMview360

TYPICAL 360-DEGREE FEEDBACK RESPONSE SCALES

Selecting the appropriate response scale is important for a customized 360-degree feedback assessment. Sometimes a single scale (e.g., frequency) is used and other times a dual response scale is preferred (e.g., importance and effectiveness). Below you will find some typical examples of response scales to consider using in your customized 360 feedback assessment.

COMPETENCE SCALES

- 5 Outstanding Strength
- 4 Strength
- 3 Competent
- 2 Needs Improvement
- 1 Needs Significant Improvement

- 5 Exemplary, Best Possible
- 4 Significant Strength
- 3 Fully Competent
- 2 Development Needed
- 1 Weakness

- 6 Outstanding
- 5 Very Strong
- 4 Competent
- 3 Underdeveloped
- 2 Not Developed
- 1 Does Not Apply

FREQUENCY SCALES

- 6 100% of the time
- 5 90+% of the time
- 4 80+% of the time
- 3 70+% of the time
- 2 60+% of the time
- 1 Less than 60% of the time

- 6 Almost Always / Always
- 5 Usually / Most of the Time
- 4 Often
- 3 Sometimes
- 2 Seldom / Rarely
- 1 Never / Almost Never

- 5 A Great Deal
- 4 Quite a Bit
- 3 Somewhat
- 2 Very Little
- 1 Not at All

EXTENT SCALES

- 7 To an Extremely Large Extent
- 6 To a Very Large Extent
- 5 To a Large Extent
- 4 To a Moderate Extent
- 3 To a Small Extent
- 2 To a Very Small Extent
- 1 To an Extremely Small Extent

- 5 Exactly Descriptive
- 4 Very Descriptive
- 3 Descriptive
- 2 Somewhat Descriptive
- 1 Not Descriptive

- 6 Completely True Description
- 5 Largely True
- 4 Somewhat True
- 3 Not Descriptive
- 2 Largely False
- 1 Completely False Description

COMPARISON SCALES

- 6 Top 5%
- 5 90+% of the time
- 4 80+% of the time
- 3 70+% of the time
- 2 60+% of the time
- 1 Less than 60% of the time

- 5 Far Above Average
- 4 Above Average
- 3 Average
- 2 Below Average
- 1 Far Below Average

- 4 One of the Best
- 3 Better than Most
- 2 Better than Some
- 1 Not as Good as Most

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PERFORMANCE SCALES

6 Exceeds all standards	5 Far Exceeds	5 Far Above Requirements
5 Exceeds most, Meets others	4 Exceeds	4 Above requirements
4 Meets most, exceeds others	3 Meets	3 Meets Requirements
3 Meets all standards	2 Meets Some	2 Below Requirements
2 Meets most, below on some	1 Does not Meet	1 Far Below Requirements
1 Below on many		

DEVELOPMENTAL SCALES

6 Exceeds all standards	5 Far Exceeds	5 Far Above Requirements
5 Exceeds most, Meets others	4 Exceeds	4 Above requirements
4 Meets most, exceeds others	3 Meets	3 Meets Requirements
3 Meets all standards	2 Meets Some	2 Below Requirements
2 Meets most, below on some	1 Does not Meet	1 Far Below Requirements
1 Below on many		

QUALITATIVE SCALES

6 Extraordinary	4 Outstanding	4 Excellent
5 Superior	3 Very Good	3 Good
4 Very Good	2 Good	2 Fair
3 Good	1 Poor	1 Poor
2 Fair		
1 Poor		

AGREEMENT SCALES

7 Completely True	7 Strongly Agree	5 Strongly Agree
6 Somewhat True	6 Agree	4 Agree
5 Slightly True	5 Mildly Agree	3 Neither Agree nor Disagree
4 Neither True nor False	4 Neither Agree nor Disagree	2 Disagree
3 Slightly False	3 Mildly Disagree	1 Strongly Disagree
2 Somewhat False	2 Disagree	
1 Completely False	1 Strongly Disagree	

IMPORTANCE SCALES

5 Extremely Important	4 Critical	5 Very Important
4 Important	3 Important	4 Important
3 Moderately Important	2 Minor Importance	3 Somewhat Important
2 Somewhat Important	1 Not Important	2 Somewhat Unimportant
1 Not Very Important		1 Very Unimportant

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SATISFACTION SCALES

5 Extremely Satisfied	5 Very Satisfied	4 Satisfied
4 Very Satisfied	4 Satisfied	3 Somewhat Satisfied
3 Moderately Satisfied	3 Neither Satisfied nor Dissatisfied	2 Somewhat Dissatisfied
2 Slightly Satisfied	2 Dissatisfied	1 Dissatisfied
1 Not at all Satisfied	1 Very Dissatisfied	

SURVEY RESEARCH

- When respondents chose the midpoint (“Neither agree nor disagree”), it is generally a valid response (Narayan & Krosnick, 1996; O’Muircheartaigh, Krosnick & Helic, 1999)
- In agreement scales, the element of “strongly” can confound the emotional strength component with the cognitive agreement task (Fowler, 1995)
- Bipolar scales (Disagree to Agree) have a maximum reliability and validity at 7 points whereas unipolar scales (e.g., Not True at all to Completely True) have a maximum reliability and validity at 5 points (Krosnick & Fabrigar, 2003)
- Numeric labels seem to increase confusion rather than verbal labels (Krosnick & Fabrigar, 2003)
- Agree/Disagree scales are less desirable than True/False scales for these reasons (Fowler, 1995):
 - Agree/Disagree questions tend to be cognitively complex. For example, disagreeing that one is seldom overwhelmed by life stressors is a complicated way of saying that one is often overwhelmed
 - Research has consistently demonstrated a tendency of less educated respondents toward acquiescence, which leads them to be more likely to “agree” categories
 - In particular, using “strongly” agree/disagree actually violates a question design mode because it contains 2 dimensions—an emotional strength component and cognitive agreement task
 - Single item scales are typically not recommended except for measures of job satisfaction (Dolbier, Webster, McCalister, Mallon & Steinhardt, 2004) and specific behaviors (e.g., smoking, drinking) due to low internal consistency reliabilities
 - Surveys can be sent to all employees or a random sample; It is important to have an adequate response rate to assure that your sample size will provide a 95 percent confidence level that the sample is within plus or minus .05 of the actual population estimate (Nowack, 1990)

CUSTOM VIEW 360

Envisia Learning’s Custom View 360 takes any existing competencies and questions and converts them into a web-based questionnaire, with online administration and summary feedback reporting, all managed by the professional staff at Envisia. We invite you to take a look around our website at www.envisialearning.com or contact us to learn more.