

# Semantic Differential Question Type

Semantic Differential questions are a form of rating scale designed to identify the connotative meaning of objects, words, and concepts.

## When to use it

Similar to a Likert question, a Semantic Differential allows you to collect many opinions in one question.

Weak	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Powerful
Inexpensive	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Expensive
Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Good
Dated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Modern
Hard to Use	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Easy to Use

Check it out in an [example survey!](#)  
[Add a survey](#) with this question to your account!

## Setup

1. Click the **Question** link on the page where you would like to add your Semantic Differential question.
2. Select **Semantic Differential** from the Question Type dropdown and enter the question you wish to ask.
3. Column headers will be added by default. These are numeric values ranging from -2 to 2 as we're specifying a range or continuum. You can edit or delete these column headers or add additional column headers. If you wish to record the numeric values but display something different you can [define your own reporting values](#).

Column Headers [Advanced Option Settings](#)

-2

-1

0

1

2

Show Column Headers

4. By default, column headers will not display to survey respondents. If you wish to display them check the option to **Show Column Headers** just below your list of column headers.
5. To input your row headers which are the extreme labels of your range. Use the suggested formatting: left|right. That's the left value separated from the right value with the pipe symbol. The pipe symbol is usually found on keyboards above the Return/Enter key.

**Row Headers**  
(use format: left|right)

Weak|Powerful

Inexpensive|Expensive

Bad|Good

Dated|Modern

Hard to Use|Easy to Use

+ Click to Add Option    Paste in Options

## Display Column Headers

By default, column headers will not display to survey respondents. If you wish to display them check the option to **Show Column Headers** just below your list of column headers.

**Column Headers** [Advanced Option Settings](#)

-2

-1

0

1

2

+ Click to Add Option    Paste in Options

Show Column Headers

## Survey Taking

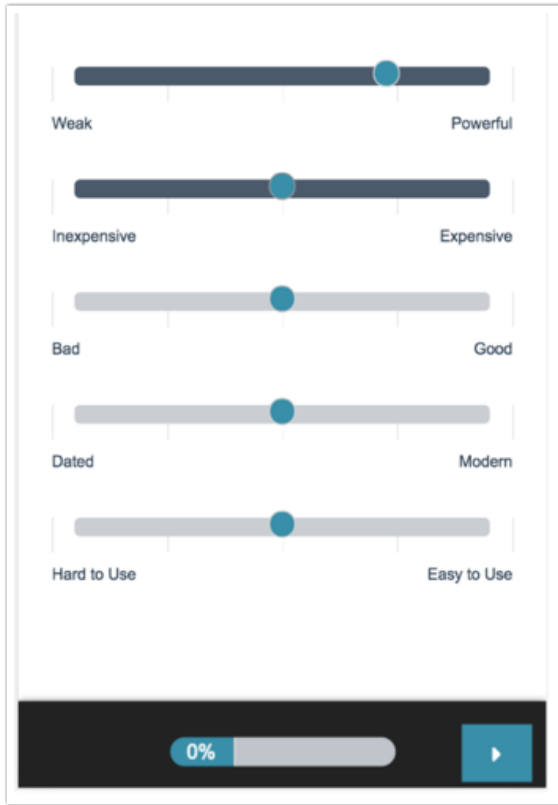
On a desktop and most laptops, the Semantic Differential question type looks like so.

Weak	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Powerful
Inexpensive	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Expensive
Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Good
Dated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Modern
Hard to Use	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Easy to Use

When optimized for mobile devices the Semantic Differential question type displays as sliders; this makes it a easier to interact with as mobile respondents will be using their finger to select answers.

Note: Column headers are not supported in the [mobile one-at-a-time interaction](#). You can turn off the [one-at-a-time interaction](#) if you wish.

Note that if a slider is left untouched, the row will be considered to be unanswered.



## Reporting

Semantic Differential questions report as a grid, with values and percentages for each option selected. The left and right row headers are displayed for reference.

	-2	-1	0	1	2	Responses
<b>Weak</b>						<b>Powerful</b>
Count	14	13	14	16	22	79
Row %	17.7%	16.5%	17.7%	20.3%	27.8%	
<b>Inexpensive</b>						<b>Expensive</b>
Count	25	14	13	10	16	78
Row %	32.1%	17.9%	16.7%	12.8%	20.5%	
<b>Bad</b>						<b>Good</b>
Count	16	16	16	18	10	76
Row %	21.1%	21.1%	21.1%	23.7%	13.2%	
<b>Dated</b>						<b>Modern</b>
Count	13	22	15	13	16	79
Row %	16.5%	27.8%	19.0%	16.5%	20.3%	
<b>Hard to Use</b>						<b>Easy to Use</b>
Count	17	13	12	17	16	75
Row %	22.7%	17.3%	16.0%	22.7%	21.3%	
<b>Totals</b>						387 100.0%

[+ See additional compatible chart types](#)

[+ See what other report types are compatible](#)

## Exporting

CSV/ Excel Exports of Semantic Differential questions will display a column for each row header.

Strong  Weak:Please rate the President on the following traits:	Decisive  Indecisive:Pla se rate the President on the following traits:	Good  Bad:Please rate the President on the following traits:	Active  Passive:Please rate the President on the following traits:	Industrious  Lazy:Please rate the President on the following traits:	Happy  Sad:Please rate the President on the following traits:
5	5	3	5	7	5
7	3	7	1	4	3
6	7	3	1	5	2
2	7	4	1	4	3
5	5	6	5	2	4
1	1	1	2	2	4
1	2	3	4	5	6
1	4	4	3	5	1
3	1	6	1	3	6
2	5	3	4	3	7

Related Articles