SEMANTIC DIFFERENTIAL SCALE

Reference: Darnell, Donald K. Semantic differentiation. in P. Emmert and W.D. Brooks (eds.) (1970). *Methods of Research in Communication*. Boston: Houghton Mifflin Company. pp. 181-196.

Osgood, C.E., Suci, G., & Tannenbaum, P. (1957). *The measurement of meaning.*Urbana, IL: University of Illinois Press

Semantic differential is a type of a rating scale designed to measure the connotative meaning of objects, events, and concepts or attitudes. It has been used for a variety of purposes ranging from predicting a political election to identifying changes in personality structure. Charles Osgood's semantic differential was designed to measure the connotative meaning of concepts. The respondent is asked to choose where his or her position lies, on a scale between two bipolar words, or a range of words or numbers ranging across a bipolar position (for example, `Excellent', `Good', Adequate', `Poor', `Inadequate'; or from 5 (powerful) down to 1 (weak).

Semantic differentiation is a procedure that involves rather standard scaling practices and a variety of analytical methods. The critical attributes of a semantic differential seem to be bipolar adjectives on seven-point scales like the ones below. The concepts are selected according to the researcher's interest. The scales may be specially constructed for a particular task or selected from existing sets by any of several criteria. Differences in the patterns of check marks on the scales are assumed to represent differences in meanings of the concepts judged and/or differences in groups of subjects judging the same concepts.

Some applications of the semantic differential

You can apply the semantic differential to rate our blog, Devcompage. Example:	Would you
say our blog (Devcompage) is:	

Up-to-date Well-organized Attractive					Outmoded Cluttered Unattractive
Very useful		. <u> </u>			Useless
Dynamic					Static
Compelling					Unconvincing
Trustworthy					Doubtful
Reliable					Unreliable
An earlier applicati editors, as follows:	on of the sema		al was seen in r le editors)	ating scal	es for male and female
intelligent		·		_	dull
energetic				_	sluggish
accommodating					unapproachable
strong					weak
industrious					lazy
friendly					unfriendly
kind					unkind

nonest generous frank practical up-to-date sincere						corruptible stingy deceitful impractical outmoded pretentious
		(For	female	editors)		
charming	 				 	forbidding
neat	 				 	sloppy
modern	 				 	conservative
gentle	 				 	rough
poised	 				 	nervous
vivacious	 				 	dejected
modest	 				 	vain
consistent	 				 	inconsistent
gracious	 				 	vulgar
sincere	 				 	pretentious
affable	 				 	distant
thoughtful	 				 	thoughtless
capable	 				 	inefficient
good-natured	 				 	ill-tempered
sophisticated	 				 	naive
reserved	 				 	loquacious
cheerful	 				 	dull
dianified						awkward