



UNIVERSITÀ  
DEGLI STUDI  
FIRENZE

PROGRAMMA  
ERASMUS PLUS  
2016/2017

## AVVISO DI SEMINARIO

---



**PROF. SVERKER SIKSTRÖM**

*Department of Psychology, University of Lund*

### **How to replace numerical rating scales with words, using statistical methods**

**Martedì 11 Ottobre 2016**

**Ore 14 – Aula 13**

**Scuola di Psicologia - Via della Torretta 16**

**ABSTRACT:** Psychological constructs, such as emotions, thoughts and attitudes are often measured by asking individuals to reply to questions using closed-ended numerical rating scales. However, when asking people about their state of mind in a natural context (“How are you?”), we receive open-ended answers using words (“fine and happy”) and not closed-ended answers using numbers (“7”). Nevertheless, responses to open-ended questions have to date been difficult to quantify objectively. Here, we demonstrate that our open-ended semantic questions approach analysed with statistical semantics yields good statistical properties with competitive, or higher, validity and reliability than corresponding numerical rating scales. As these semantic measures are based on natural language and both *measure* and *describe* psychological constructs, they have the potential of complementing and extending traditional rating scale. The talk will be complemented by a practical workshop.