

THE HOMA FILES

Professor Ken Homa
Georgetown University



Semantic Scaling

Proprietary Material

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Research Techniques

- **Semantic Scaling**
- Multidimensional Scaling
- Conjoint Measurement

Semantic Scaling

Research Illustration

- How much caffeine is in your ideal cola ?
Lots=4 Some=3 Not much=2 None at all=1
- How important is it to you that a cola have the desired caffeine level ?
Very=4 Somewhat=3 Not much=2 Not at all=1
- How closely does brand X match to your ideal caffeine level ?
Right on=4 Close=3 Somewhat off=2 Way off=1

Semantic Scaling

Research Illustration

- Do you prefer that a candidate be “pro-choice” or “pro-life” ?
1 = very pro-choice, 5 = very pro-life
- How important is it to you that a candidate agrees with your position on the issue ?
1 = not very important, 5 = very important
- How would you describe candidate X’s position on the issue ?
1 = very pro-choice, 5 = very pro-life

Semantic Scaling

- **Survey-based methodology**

Large samples (typically) ... projectible

From words ... to numbers

Semantic Scaling

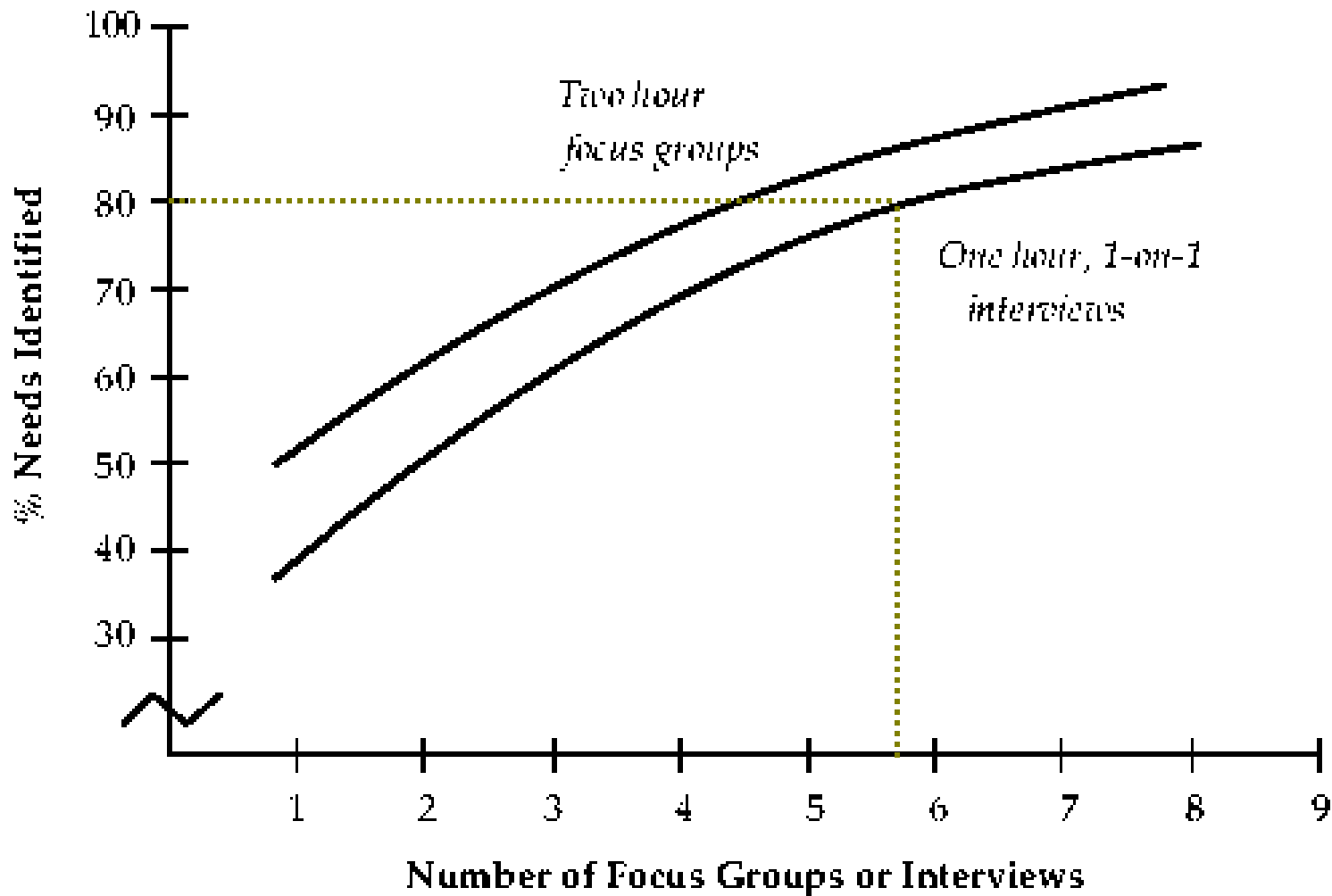
- **Survey-based methodology**
Large samples (typically) ... projectible
From words ... to numbers
- **A priori selection of attributes**
Distillation from small sample interviews

In Depth Interviews

“Personally, I would rather talk with three housewives for 2 hours each on their feelings about, say, washing machines than conduct a 1,000 person survey on the same topic.

I get much better insight and perspective on what they are really looking for.” *Kenichi Ohmae, McKinsey*

In Depth Interviews



In Depth Interviews

Less than 10 interviews generally identifies more than 80% of the underlying needs & motivators

Semantic Scaling

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From words ... to numbers
- **A priori selection of attributes**
Distillation from small sample interviews
Unimportant attributes get low ratings
Important attributes may be overlooked

Semantic Scaling

- **Survey-based methodology**
Large samples (typically) ... projectible
From words ... to numbers
- **A priori selection of attributes**
Distillation from small sample interviews
Unimportant attributes get low ratings
Important attributes may be overlooked
- **Limited rating scale**
Constrained upper & lower ratings
Gradients may not adequately differentiate
Implicitly assumes linear relationships

Semantic Scaling

Next up: Ideal Points