

## SCALE VALUES OF ANCHOR LABELS IN CHINESE RATING SCALES: RESPONSES ON FREQUENCY AND AGREEMENT

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The psychological scale values of labels describing frequency of occurrence and degrees of agreement used in Chinese rating scales are estimated. Scales values obtained by different scaling methods are compared. Construction of the scale values of anchor labels helps investigators selecting appropriate labels for rating scales. The method of successive intervals and the simplified successive intervals scaling method were used to construct the scale values of the labels. Means and medians of subject responses were also used as estimates of scale values. The scale values from these four methods are highly correlated. Limitations of the present study and suggestions for future research are discussed.

**Keywords:** Psychological scale values, Rating scales, Successive intervals method, Frequency, Agreement