



SDI Review Form 1.6

Journal Name:	British Journal of Applied Science & Technology
Manuscript Number:	2014_BJAST_14975
Title of the Manuscript:	Likert Scale: Explored and Explained
Type of the Article	Opinion Article

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound.

To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline>)



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PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Compulsory REVISION comments		
Minor REVISION comments	The authors should set up the purpose of the paper more effectively so readers know what's to follow.	Sincere thanks for your valuable suggestions. The authors are in agreement with reviewer, hence the context of the paper is added more explicitly and at last another section (conclusion: authors' note is added- Authors' Note :Conclusion- The crux that can be extracted from the above inductive arguments and logical interpretation -that the methods adopted for Likert scale analysis largely depends on the item response variable assignment into ordinal or interval scale which in turn depends on the construct of the research instrument. This construct of research instrument can be derived from objectives of study and objectives are the operational form of theoretical construct of phenomenon under inquiry . In other words design of instruments based upon objectives and frameworks of study decides further statistical treatment. . Hence ,If one wishes to combine the items in order to generate a composite score (Likert scale) of a set of items for different participants then the assigned scale will be an interval scale (fig.2). The measures for central tendency and dispersion for an interval scale are mean and standard deviation. Further this data set can be statistically treated with Pearsons' correlation coefficient (r), Analysis of Variance



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		(ANOVA)- and regression analysis. As opposed to, if researcher wishes to analyse separate item (no composite score; Likert type scale) the assigned scale for such data set will be ordinal (fig.2). Needless to say; the recommended measure of central tendency and dispersion for the ordinal data are the median (or the mode) & frequency (or range) . An ordinal data set can further be statistically tested by non-parametric techniques such as Chi-square test, Kendall Tau B or C test. Before wrapping up ; it is imperative to transform an abstract issue into figurative shape in order to measure it up to best possible extent . Simultaneously this is an integrate process reason being influenced by perspective and subjectivity of researcher. Still all attempts should be directed for quantification of such qualitative attributes as - 'what get measured ,get managed.' (Peter Druker).
<u>Optional/General</u> comments		