



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.

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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	This paper presents some information and author's thoughts regarding the use of Likert type scales. Even though the topic is interesting on its own, the paper is severely lacking in several important areas. It is not clear what the authors want to achieve with it, what was the aim of the paper, what thesis are they advocating? Most problems associated with Likert scales are not even mentioned in the paper, and the only one that receives any serious attention is the one pertaining to the number of levels on the scale. Even in this case the authors' argumentation is not very strong and is hard to follow. Overall, the paper doesn't even begin to tackle the problem of responses on Likert type items, and it should be reworked from the bottom up.	
Minor REVISION comments	The language of the paper is very poor. Most sentences are hard to understand as the syntactic structure used is not English.	
Optional/General comments	For specific comments, see attached document.	

Reviewer Details:

Name:	Anonymous
Department, University & Country	Croatia