

# Semantic Differential Scale

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Concept/Object: **Smartphone**

**Instructions:** For each pair of adjectives, mark a point on the scale that best represents your feelings or perceptions about the concept/object. The scale ranges from [Lowest value] to [Highest value]. Please choose the score corresponding to your opinion.

\_\_\_\_\_

1                       2                       3                       4                       5

\_\_\_\_\_

1                       2                       3                       4                       5

\_\_\_\_\_

1                       2                       3                       4                       5

\_\_\_\_\_

1                       2                       3                       4                       5

\_\_\_\_\_

1                       2                       3                       4                       5

\_\_\_\_\_

1                       2                       3                       4                       5

\_\_\_\_\_

1 ○                      2 ○                      3 ○                      4 ○                      5 ○

\_\_\_\_\_

1 ○                      2 ○                      3 ○                      4 ○                      5 ○

\_\_\_\_\_

1 ○                      2 ○                      3 ○                      4 ○                      5 ○

\_\_\_\_\_

1 ○                      2 ○                      3 ○                      4 ○                      5 ○

**Scoring:**