

MAX DIFF SCALING MEASURING IMPORTANCE EFFECTIVELY



A QUESTIONPRO PUBLICATION

Maximum difference scaling (Max-Diff)

MaxDiff is a methodology developed by Jordan Louviere et al., that results in interval scale measurements that are based on comparative judgments that can be easily performed, even when the number of attributes is not small. The task presents respondents with a set of items, usually 3 to 6, and simply asks them to select the most preferred and the least preferred in the set (or the most important, least important; best item, worst item, etc. In fact the method is also referred to as Best/Worst scaling). Respondents can typically handle a number of these evaluations, and may be asked to respond to 15, 20, or more sets.

Maximum Difference Scaling is a very effective method of establishing the relative priority attached by an audience to a large set of items (up to 30). These items might be:

- * Features or benefits of a service
- * Areas for potential investment of resources
- * Interests and activities
- * Potential marketing messages for a new product
- * Products or Services used

Traditionally, for a large number of items (more than 10) this might have been addressed via a rating scale. For example, we might ask on a numeric scale of 1..10 where 1 is not important at all and 10 is Extremely important, how important is each item? Each item's average score can then be presented for any subgroup.

MaxDiff is an approach for obtaining preference/importance scores for multiple items (brand preferences, brand images, product features, advertising claims, etc.). Although MaxDiff shares much in common with conjoint analysis, it is easier to use and applicable to a wider variety of research situations. MaxDiff is also known as “best-worst scaling.”

Our MaxDiff software is a component within our Survey suite. It includes all the functionality for designing, fielding, and analyzing your MaxDiff data.

Why to use Max Diff Scaling?

Research has shown that Max Diff scores demonstrate greater discrimination among items and between respondents on the items. With our program you can create MaxDiff question that is simple to understand, so respondents from children to adults with a variety of educational and cultural backgrounds can provide reliable data. Since respondents make choices rather than expressing strength of preference using some numeric scale, there is no opportunity for scale use bias. This is an extremely valuable property for cross-cultural research studies.

SurveyAnalytics's advanced reporting makes it easy for researchers with only minimal exposure to statistics to conduct sophisticated research for the scaling of multiple items. The trade-off techniques used in Max Diff/Web are robust and easy to apply. The resulting item scores are also easy to interpret, as they can be placed on a 0 to 100 point common scale and sum to 100.

Max Diff Scaling Analysis

Share of Preference



Preference Analysis

« Least	100%	75%	50%	25%	0%	Attributes	0%	25%	50%	75%	100%	Most »
10%					■	Visa	■					30%
20%				■		Mastercard	■					30%
40%			■			Discover	■					20%
30%				■		American Ex...	■					20%

Online Research Made Easy

Why more organizations choose SurveyAnalytics.com

Superior Technology

The system has been designed from the ground up to accommodate the needs of anyone conducting online research. Our simple interface, cutting edge features, and competitive price have landed us in the top tier of web-based survey software providers. We truly believe that you will not find a better value on the web today.

Reliability and Commitment

Our absolute commitment is to the success of our clients. We recognize what our clients need to make their online research a success and we're 100% focused on creating solutions that meet and exceed these requirements.

Proven Track Record

Thousands of clients worldwide have chosen our system to conduct their online research. Companies, both large and small have chosen us as their trusted partner for conducting online research.

Security

Our system adheres to the highest level of security standards on the internet. Data security and privacy are addressed at all levels starting with survey delivery all the way through protecting your survey results.

Support

Our customers have access to an expert team of developers who are responsible for ensuring 100% client success.



SURVEY ANALYTICS LLC

SurveyAnalytics.com
3518 Fremont Ave N #598
Seattle, WA, 98109
USA

Global / Americas
Seattle, US
+1 (206) 686-7070

Europe / Middle East
London, UK
+44 (20) 7871-4079

Asia Pacific / Australia
Auckland, NZ
+64 (9) 950-3305