

Semantic differential scales used in Quality of Life surveys by Campbell, Converse and Rodgers (USA) and Abrams and Hall (UK)

**12-item scale used in UK second pilot survey, Oct 1971 – Jan 1972
(replicated from ISR pilot)**

.4

MY PRESENT LIFE

Please tick whichever box applies in each line.

BORING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	INTERESTING
ENJOYABLE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	MISERABLE
EASY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	HARD
USELESS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	WORTHWHILE
FRIENDLY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	LONELY
UNHAPPY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	HAPPY
FULL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	EMPTY
DISCOURAGING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	HOPEFUL
SATISFYING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	UNSATISFYING
TIED DOWN	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	FREE
DISAPPOINTING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	REWARDING
BRINGS OUT THE BEST IN ME	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	DOESN'T GIVE ME MUCH CHANCE

Modified and extended 15-item scale used in UK 1973 national survey

Please put a tick in whichever box applies in each line

MY PRESENT LIFE

Boring	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Interesting
Enjoyable	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Miserable
Tied Down	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Free
Rewarding	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Disappointing
Rough	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Smooth
Full	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Empty
Discouraging	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Hopeful
Easy	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Hard
Frustrating	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Fulfilling
Full of fun	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	No fun at all
Controlled by others	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Under my control
Full of possibilities	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	In a rut
Unsuccessful	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Successful
Brings out the best in me	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Doesn't give me much chance
Unhappy	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Happy

Scaled down 10-item version used in UK 1975 national survey

Please put a tick in whichever box applies in each line

<div style="border: 1px solid black; padding: 2px; display: inline-block;">MY PRESENT LIFE</div>	

Boring	<input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/>
	Interesting
Enjoyable	<input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/>
	Miserable
Tied Down	<input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/>
	Free
Rough	<input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/>
	Smooth
Full	<input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/>
	Empty
Easy	<input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/>
	Hard
Frustrating	<input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/>
	Fulfilling
Full of fun	<input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/>
	No fun at all
Unsuccessful	<input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/>
	Successful
Unhappy	<input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/>
	Happy

**"Hall-Brown" scale used in UK 1975 national survey
(designed in light of Colin Brown's memo)**

Please put a tick in whichever box applies in each line

MY PRESENT LIFE

Does not meet my needs in any way	□	□	□	□	□	□	□	□	□	Meets my needs in every way
Is very much worse than I deserve	□	□	□	□	□	□	□	□	□	Is very much better than I deserve
Makes me extremely unhappy	□	□	□	□	□	□	□	□	□	Makes me extremely happy
Is very much worse than it used to be	□	□	□	□	□	□	□	□	□	Is very much better than it used to be
Will get very much worse in the future	□	□	□	□	□	□	□	□	□	Will get very much better in the future
Makes me extremely dissatisfied compared to other people I know	□	□	□	□	□	□	□	□	□	Makes me extremely satisfied compared to other people I know
Other people think I am extremely dissatisfied with it	□	□	□	□	□	□	□	□	□	Other people think I am extremely satisfied with it
Makes me completely dissatisfied	□	□	□	□	□	□	□	□	□	Makes me completely satisfied

[NB: Colin Brown's internal memorandum has long since disappeared, but following correspondence may throw some light]

John Hall to Colin Brown 16 January 2007 10:33

Dear Colin

Took a while to track you down and I'm not sure if this will get to you as I'm guessing at your e-mail address, but I've been collating bits and pieces from various surveys, including those conducted at the SSRC Survey Unit.

I'm trying to track down bits of paper containing ideas (without much hope of success) which were fed into the Quality of Life survey. In your case, you once wrote an internal memo on possible dimensions of psychological well-being which did not appear to be covered in our previous questionnaires. I remember the word "conative" but not much else with precision. However I do remember devising a semantic differential scale to cover the points you raised, and this was used in the 1975 wave in addition to the previous (modified) ISR scale. It's a long shot, but I've attached the two versions of the ISR scale used in 1973 and 1975 as well as the new one used in 1975, so if you can hazard a guess at any vocabulary you may have used in addition to "conative", I'd be grateful for any suggestions. It's a shame we never got round to analysing and reporting QoL properly: we could have been immortalised by the Hall-Brown scale!

Still doing a bit even after 14 years of (early) retirement. For the SRA, I'm on the judging panel for the Mark Abrams Prize and reviewing several textbooks on SPSS, and last year did a turn at York for the SPSS users' group ASSESS (See attached abstract). At the rate I'm going there'll be yet another SPSS book.

Nice to see everyone I worked with doing well with their subsequent careers.

Yours sincerely

John Hall

Colin Brown to John Hall January 16, 2007 3:00 PM

Dear John

I've been thinking hard about this now for about 20 minutes and while I clearly remember the ideas behind that paper and recognise the battery itself (ooh, what a trip down memory lane), I don't remember the fancy names for the dimensions that the scales were meant to pick up. In fact I can't even work out which ones I was trying to capture with the term 'conative'. I have a very cloudy idea that I also used the words 'reflexive' and 'normative', but memories are notoriously faulty. It's 32 years!

The main point I made in my paper wasn't that there were dimensions of well-being not picked up by previous questionnaires. My point was that we could not be confident that all respondents were answering the main QOL questions with the same interpretation of the questions - some might answer them comparatively, some might be looking forward or back, some might record what others say about them, some might approach the questions with a notion of desert foremost in their minds, and so on. In the paper I referred to this variation in the respondent's reading (hearing) of the question as 'response mode' and that was what our new set of scales was trying to get at. In other words, we were aiming to explore variation in the respondent's (conscious or unconscious) construction of the word 'satisfied' in the scales, rather than looking at further dimensions of well-being.

With best wishes

Colin

Colin Brown, Policy Director, Office of Fair Trading