Binary response options are becoming more favorable on attitude surveys (Dolnicar & Grun, 2007). Dolnicar and Grun find two dichotomous scales (collected in 2005) are better than a Likert-type scale, especially measured attitudes. Multiple response categories (e.g., strongly agree, strongly disagree) (Hartley et al., 1976) are often encouraged because they increase response options. This issue is particularly relevant when working with adolescents or individuals with limited cognitive ability because a Likert-type scale may create more “neutral” or more open responding to the respondent, rather than detecting strength of difference or direction for the researcher. When working with some populations, brevity is important, and less complex response options may be better suited for these populations.

There are two primary cautions and ample evidence to support both positions. The question is whether the additional options add information or merely create data noise. What appears clear among the mix of research findings is that cultural differences in response patterns dependent on the number of response categories (see Dolnicar & Grun, 2007), while validity depends largely on whether there is a clear midpoint. Lee and colleagues (2002) found that cultural differences in response patterns depend on the number of response categories (see Dolnicar & Grun, 2007) but validity depends largely on subjective interpretation (see Rosser, 2002, 2011). Few studies use repeated measures to compare response formats most simply attempt to recode Likert-type scales, which becomes difficult depending on what is a clear midpoint. Few studies use repeated measures to compare response formats, most simply attempt to recode Likert-type scales, which becomes difficult depending on what is a clear midpoint. Few studies use repeated measures to compare response formats, most simply attempt to recode Likert-type scales, which becomes difficult depending on what is a clear midpoint. Few studies use repeated measures to compare response formats, most simply attempt to recode Likert-type scales, which becomes difficult depending on what is a clear midpoint. Few studies use repeated measures to compare response formats, most simply attempt to recode Likert-type scales, which becomes difficult depending on what is a clear midpoint. Few studies use repeated measures to compare response formats, most simply attempt to recode Likert-type scales, which becomes difficult depending on what is a clear midpoint. Few studies use repeated measures to compare response formats, most simply attempt to recode Likert-type scales, which becomes difficult depending on what is a clear midpoint. Few studies use repeated measures to compare response formats, most simply attempt to recode Likert-type scales, which becomes difficult depending on what is a clear midpoint. Few studies use repeated measures to compare response formats, most simply attempt to recode Likert-type scales, which becomes difficult depending on what is a clear midpoint. Few studies use repeated measures to compare response formats, most simply attempt to recode Likert-type scales, which becomes difficult depending on what is a clear midpoint. Few studies use repeated measures to compare response formats, most simply attempt to recode Likert-type scales, which becomes difficult depending on what is a clear midpoint. Few studies use repeated measures to compare response formats, most simply attempt to recode Likert-type scales, which becomes difficult depending on what is a clear midpoint. Few studies use repeated measures to compare response formats, most simply attempt to recode Likert-type scales, which becomes difficult depending on what is a clear midpoint. Few studies use repeated measures to compare response formats, most simply attempt to recode Likert-type scales, which becomes difficult depending on what is a clear midpoint. Few studies use repeated measures to compare response formats, most simply attempt to recode Likert-type scales, which becomes difficult depending on what is a clear midpoint. Few studies use repeated measures to compare response formats, most simply attempt to recode Likert-type scales, which becomes difficult depending on what is a clear midpoint. Few studies use repeated measures to compare response formats, most simply attempt to recode Likert-type scales, which becomes difficult depending on what is a clear midpoint. Few studies use repeated measures to compare response formats, most simply attempt to recode Likert-type scales, which becomes difficult depending on what is a clear midpoint. Few studies use repeated measures to compare response formats, most simply attempt to recode Likert-type scales, which becomes difficult depending on what is a clear midpoint. Few studies use repeated measures to compare response formats, most simply attempt to recode Likert-type scales, which becomes difficult depending on what is a clear midpoint.