

Abstract

Ranking is a kind of quantitative method for data collection and it is becoming more and more popular. Although there are advantages like reducing response set bias and measuring people's preferences in ranking, there are rooms for consideration when designing a ranking scale. Three independent variables, the length of scales, the form of presentation of scales, and the order of arrangement of items, are studied to see their impact on people's ranking orders. The dependent variable is the z-score after the Fisher's transformation (Fisher, 1970) of the test-retest reliability, the Spearman correlation. Using the three-way within-subject factorial analyses of variance (ANOVA), it is found that only the length of the scale is the determinant of the stability of rankings. Some suggestions with respect to this length problem are offered to improve the stability.