

# BA DEFINITION

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## 1. GENERATE WORDS OR/AND STATEMENTS THAT DEFINE BA

First generate all the words, adjectives or short statements related to the concept. These are called "ITEMS".

Legit  
Rebel  
Provocation  
Eccentric  
Out of line  
Not conventional  
Stands out  
Extreme  
BA is expensive  
Wack is cheap  
Not traditional  
Off religious (Kenny West or Madonna)

Etc...

## 2. ORGANIZE THE WORDS IN A SEMANTIC DIFFERENTIAL SCALE

Then, generate polar opposites to the words or adjectives or statements you have created. Perhaps, you will have already generate bi-polar items and you can place them in a table as such as the examples I am giving you.

This will become a semantic differential scale.

The Semantic Differential question scale offers a bipolar pair of adjectives between which the respondent must choose along some form of scaling (typically a five-point scale). The pairs of words need not be opposite and may be used to discover fine differences in viewpoint. They are often adjectives.

HOW MANY SHOULD YOU HAVE?

10 to 30 bipolar sets

# EXAMPLES

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|           | very<br>much | some-<br>what | neither | some-<br>what | very<br>much |             |
|-----------|--------------|---------------|---------|---------------|--------------|-------------|
| enjoyable | [ ]          | [ ]           | [ ]     | [ ]           | [ ]          | boring      |
| likeable  | [ ]          | [ ]           | [ ]     | [ ]           | [ ]          | challenging |
| noisy     | [ ]          | [ ]           | [ ]     | [ ]           | [ ]          | fascinating |
| silly     | [ ]          | [ ]           | [ ]     | [ ]           | [ ]          | ridiculous  |

## ATTITUDES TOWARDS A DESIGN

|            | very<br>much | some-<br>what | neither | some-<br>what | very<br>much |                |
|------------|--------------|---------------|---------|---------------|--------------|----------------|
| attractive | [ ]          | [ ]           | [ ]     | [ ]           | [ ]          | unattractive   |
| simple     | [ ]          | [ ]           | [ ]     | [ ]           | [ ]          | complicated    |
| stilish    | [ ]          | [ ]           | [ ]     | [ ]           | [ ]          | out of fashion |

## Semantic-Differential Scale Items

- Abundance of exhibits** \_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_ **Scarcity of exhibits**
- Complex user registration** \_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_ **Simple use registration**
- Low commission** \_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_ **High commission**
- Good response to complaints** \_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_ **Poor response to complaints**
- Poor protection of personal information** \_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_ **Good protection of personal information**
- Confusing support system** \_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_ **Clear support system**