



The quantitative side of *the Repertory Grid Technique:* some concerns

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The Repertory Grid Technique (RGT)

- **Triading:** “what makes two of the products similar and different from the third?”
 - Beauty – Ugly
 - Simple – Complicated



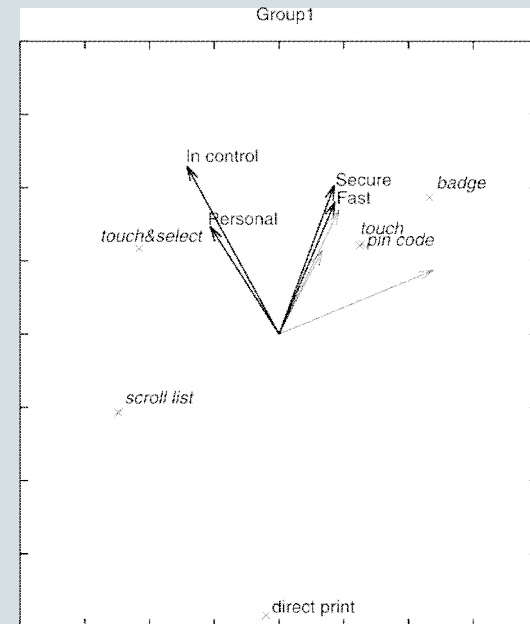
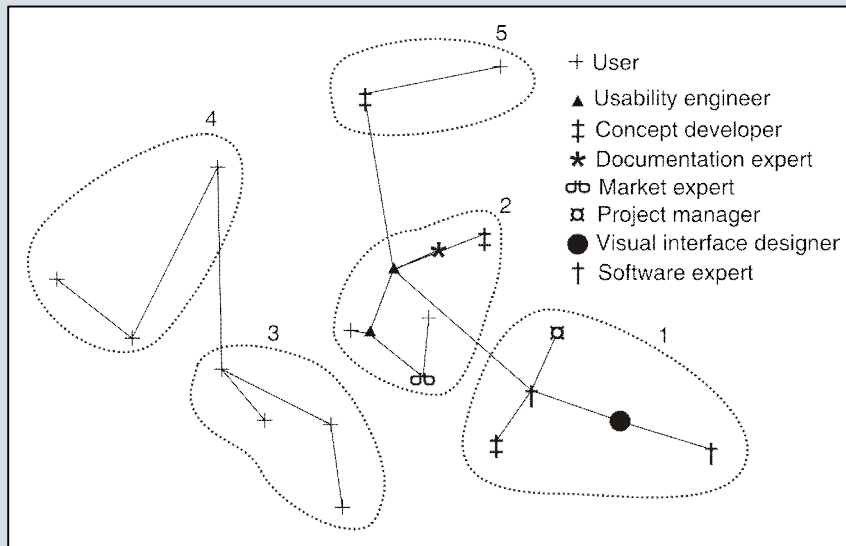
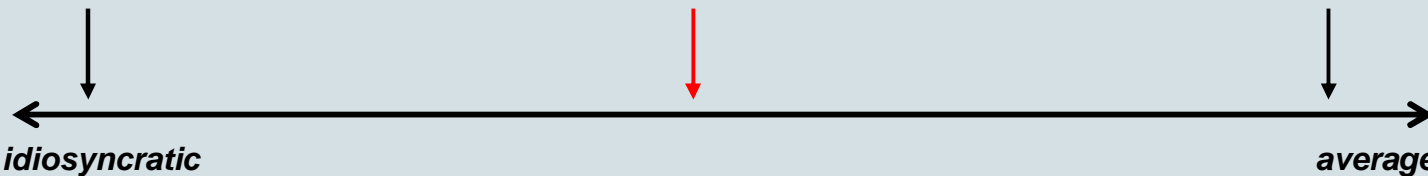
- **Rating:** Give a score from 1 to 7 for product X on the scale
Complicated - Simple

Accounting for Diversity

Qualitative RGT

We should be here!

Quantitative RGT



- Interact '07
- CHI '08 (subm)

Diversity across subjects
Diversity across views

On the bipolarity of constructs

- **Do people think in bipolar terms?**
 - Subjects often need to be probed to derive a truly bipolar construct
 - Lyons (1977), “*categorizing experience in dichotomous contrast is a universal tendency which is only secondarily reflected in language*”
 - Negation (e.g. secure – insecure)
 - Opposition (e.g. professional – amateur)
 - Non-contiguous (e.g. easy – powerful)

Table 1. Percentages of construct types from Karapanos & Martens, and Hassenzahl & Wessler studies.

Type	[Kar]	[Has]
Negation (e.g. secure – insecure)	67%	35%
Opposition (e.g. professional – amateur)	17%	26%
Non-contiguous (e.g. easy – powerful)	16%	39%

- Inspirational (formative) → Non-contiguous
- Evaluative (summative) → Negation

Construct	R^2
<i>Negation</i>	
Secure - Insecure	0.88
Practical - Impractical	0.86
<i>Opposition</i>	
Creative - Standard	0.75
Professional – Amateur	0.90

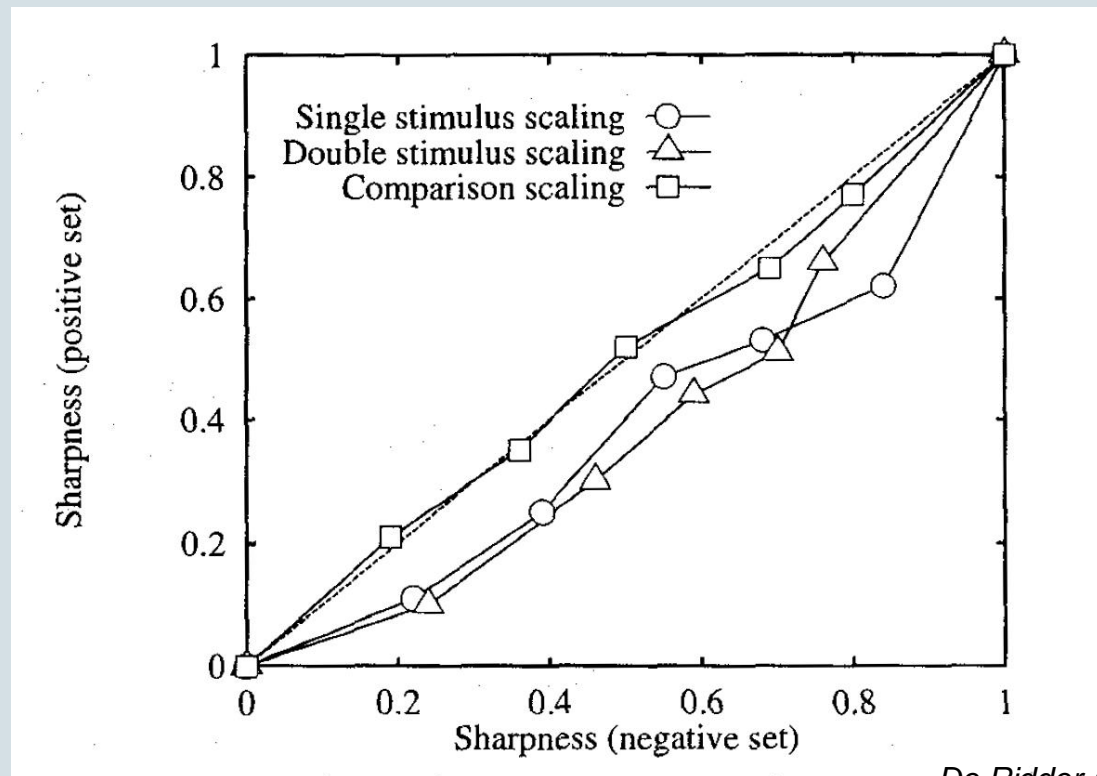
Measurement Scales

Semantic Differential: Rate product A on the following dimensions

Ugly	1	2	3	4	5	6	7	Beautiful
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Paired Comparison: Compare how beautiful the products are

Product A	3	2	1	0	1	2	3	Product B
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De Ridder (1996)

The RGT

Diversity

Bipolarity

Paired-

Thank you!

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