STOCHASTIC MODELING ON LIKERT'S SCALING MEASURES

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ABSTRACT

In this paper, the focus is on theoretical development of quantification models for Likert's scaling measures to explore the parameters of the population using the stochastic processes. The experiments of two-way spreadsheet quantification were considered to get the stochastic models. Joint discrete probability distributions are derived with the results of experiments. Mathematical relations for statistical measures were derived to the developed model. Numerical illustrations are provided for better understanding of the model at the level of nonprofessional. This study is useful for measuring the research tool score which is in ordinal scales. Derivations of assessment devices, running of inferential study procedures, formulation of optimal decision designing, etc related to scaling measures with Likert's or Symantec methods can be dealt with this study.

KEYWORDS: Stochastic Modeling, Likert's Scaling Measures, Spreadsheet Quantification, Optimal Decision Designing