Ask three questions regarding thr reading of chapter 6- audience measurement (attached) and/or the powerpoints.

Here are some question to answer based on the reading of chapter 6 and/or the PowerPoints:

Q1. Are open ended or close ended questions handed to analyze?

Q2. In the PowerPoint showcasing the theories for measuring the audience, only Likert scales are used for the examples. Can we use other types of scales to measure our audience using any of the theories?

Q3. Are close-ended question items good for getting in depth answers and explanations?