

MEASUREMENT SCALES

(a) Nominal scale: Nominal scale is simply a system of assigning number symbols to events in order to label them. The usual example of this is the assignment of numbers of basketball players in order to identify them.

❖ For Example a nominal scale of 1 for male and 2 for female.

What is your gender? <input checked="" type="radio"/> M - Male <input type="radio"/> F - Female	What is your hair color? <input checked="" type="radio"/> 1 - Brown <input type="radio"/> 2 - Black <input type="radio"/> 3 - Blonde <input type="radio"/> 4 - Gray <input type="radio"/> 5 - Other	Where do you live? <input checked="" type="radio"/> A - North of the equator <input type="radio"/> B - South of the equator <input type="radio"/> C - Neither: In the international space station
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(b) Ordinal scale: ordinal scale variables are ones, which have a meaningful order to them. Rank orders represent ordinal scales and are frequently used in research relating to qualitative phenomena. A student's rank in his graduation class involves the use of an ordinal scale.

❖ Ranking simply denotes that rank 1 is higher than rank 2, rank 2 is higher than rank 3, but by how much is unknown.

Night	Dawn	Noon	Afternoon	Evening
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(c) Interval scale: One of the most common of these types is the traditional 1-to-5 rating (or 1-to-7, or 1-to-9, etc.). This is sometimes referred to as a Likert response scale.

12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
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(d) Ratio scale: Ratio scales have an absolute or true zero of measurement.

0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
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