

STUDY GUIDE , EXAMPLES AND NOTES

LEVELS OF MEASUREMENT- by Stanley Smith Stevens

1.Nominal Level - Data in this level are classified into categories-names as use as labels. Numbers and letters are used to represent variables.

Ex.

a. Marital Status: Single,Married,Divorce

b. Gender= Male, Female

1.M maybe used instead of Male

2. F maybe used instead of Female

2. Ordinal Level - Data in this level are ranked but no degree of difference between them are not determine

Ex.

a. Size - small, medium, large, extra large

b. Rank - 1st,2nd,3rd,etc

3.Interval Level - The degree of difference between the data, can be specified but not the ratio between them. 0 (zero) in this level does not mean total absence of what is being measures.

----> Example: Temperature in Celsius Scale

4. Ratio Level- In this level data such as score can be represented as ratio.

- in this level, zero(0) has an actual/ or true value

Ex.

a. Mass is measured on ratio scale

b. Length is also measured on ratio scale

